JANUARY 20, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Where there's a Storz Station . . . there's immediacy

. . . immediacy which in each of these major markets attracts more listeners to the Storz Stations than to any other

MINNEAPOLIS-ST PAUL . . . WDGY is first . . . All-day average. Proof: Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

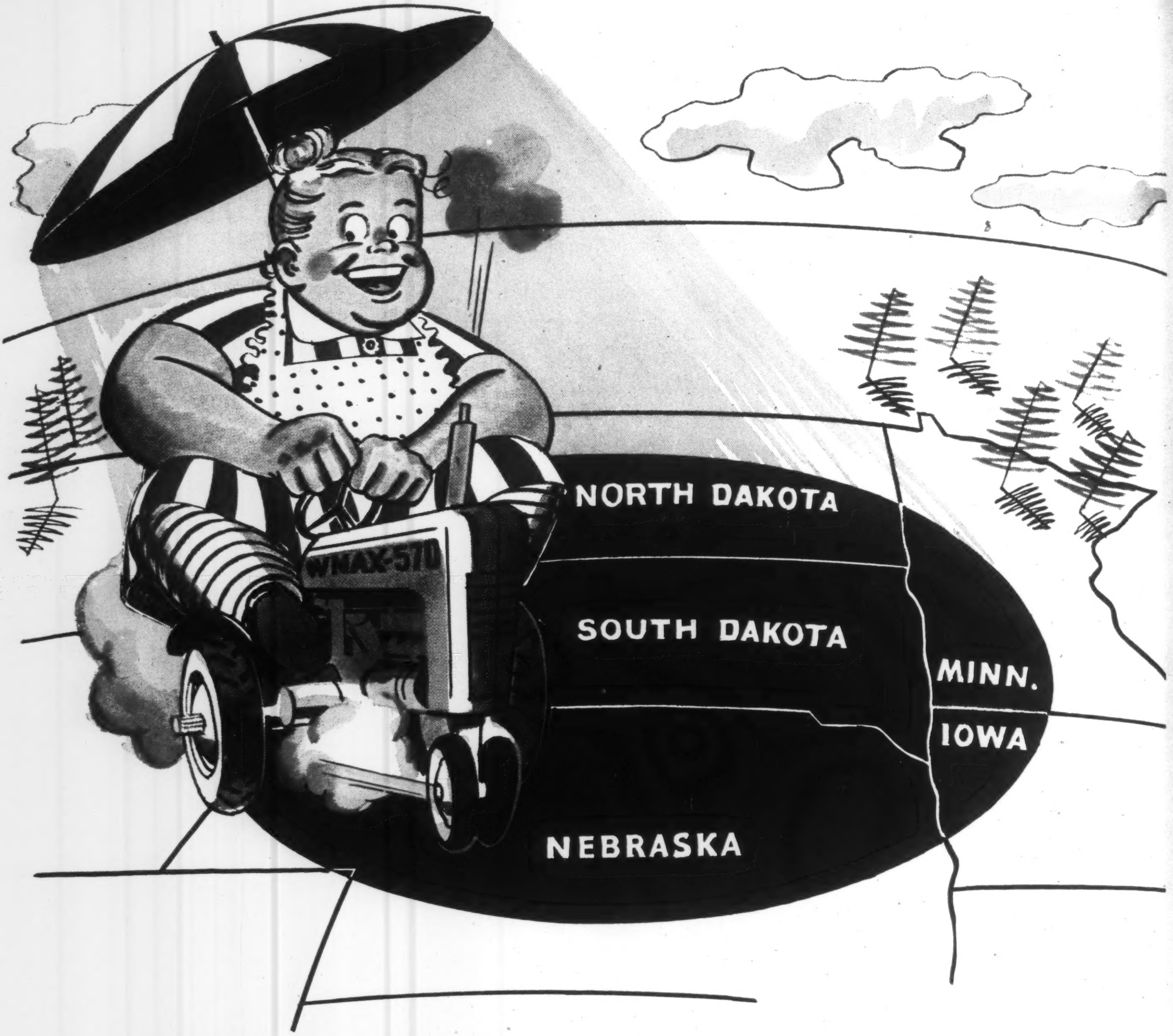
NEW ORLEANS . . . WTIX is first . . . All-day. Proof: Hooper (29.2%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . All-day. Proof: Hooper (37.0%) . . . Pulse (410 1st place ¼ hours out of 432) . . . Southern Florida Area Pulse . . . Trendex. See Blair or General Manager Jack Sandler.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.


WNAX-570
NORTH DAKOTA
SOUTH DAKOTA
MINN.
IOWA
NEBRASKA

"SELLING BIG AGGIE LAND"

An important new film, coming to your city soon

Umbrella coverage is just one facet of the fabulous WNAX story. You'll find out about the tremendous buying power of the WNAX listener—spendable income of $3,012,164,000 in '56; the Gross Farm Income—3rd in the nation; the outstanding loyalty of Big Aggie listeners in 175 counties in 5 states to their station, WNAX.

This sound and color film has played to SRO audiences in New York and Chicago and will be coming to these cities soon—

- MINNEAPOLIS
- DETROIT
- KANSAS CITY
- CEDAR RAPIDS
- SAN FRANCISCO
- ST. LOUIS
- OMAHA
- DES MOINES
- DALLAS
- LOS ANGELES

If a showing isn't indicated for your city, arrange for a special showing with your Katz representative. "Selling Big Aggie Land" is a must for any time buyer interested in selling a rich market of 600,000-plus families.

BIG AGGIE LAND
N. DAKOTA
MINNESOTA
S. DAKOTA
NEBRASKA
IOWA

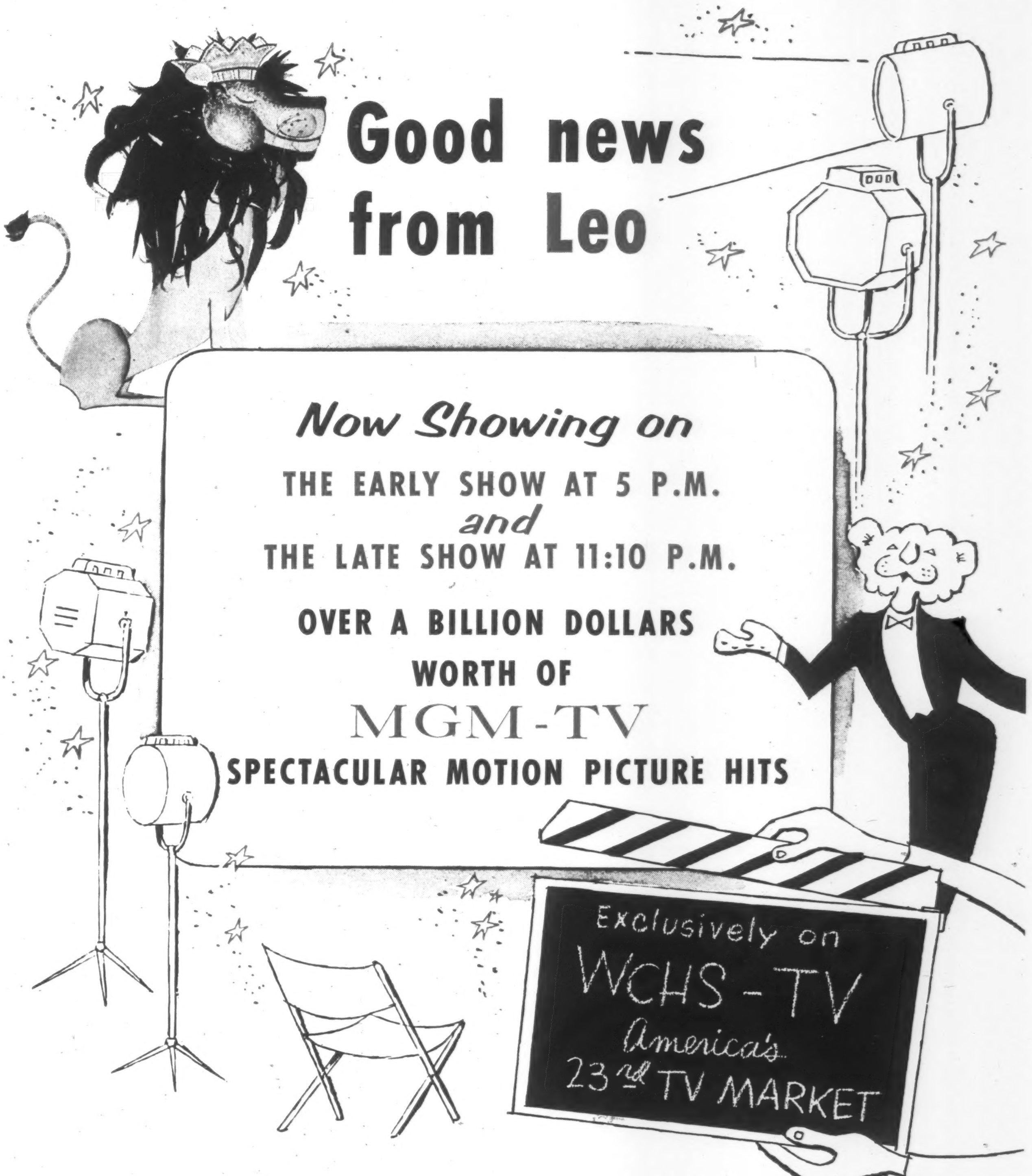
WNAX-570

CBS RADIO

YANKTON, S. D. - SIOUX CITY, IA.

A Peoples Broadcasting Corporation Station

Good news from Leo



Now Showing on

THE EARLY SHOW AT 5 P.M.

and

THE LATE SHOW AT 11:10 P.M.

OVER A BILLION DOLLARS WORTH OF

MGM-TV

SPECTACULAR MOTION PICTURE HITS

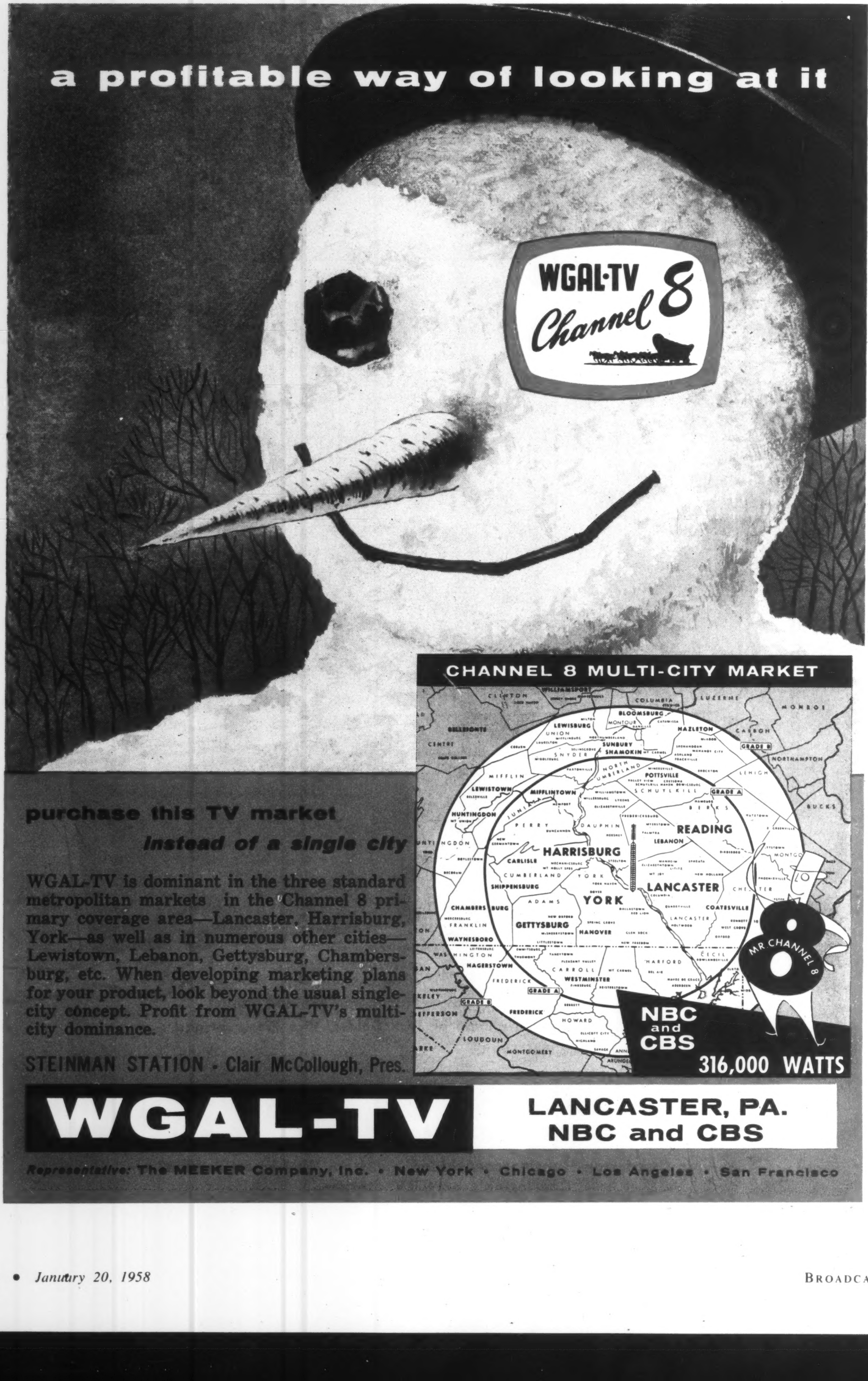
For biggest audience in the Charleston-Huntington-Ashland market . . . schedule WCHS-TV. Call Branham or Jack Gelder, Vice President and General Manager, WCHS-TV.

WCHS•TV

Serving Charleston-Huntington-Ashland . . . from the biggest market!
Charleston's only TV Station

BASIC CBS

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.


a profitable way of looking at it
WGAL-TV
Channel 8
CHANNEL 8 MULTI-CITY MARKET
WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
MONTOUR
DANVILLE
CATAWISSA
MILTON
LEWISBURG
UNION
MIFFLINBURG
NORTHUMBERLAND
HAZLETON
CARBON
BELLEFONTE
CENTRE
LAURELTON
COBURN
SELINSGROVE
SUNBURY
SHAMOKIN
MT CARMEL
SHENANDOAH
MAHANOY CITY
ASHLAND
FRACKVILLE
GRADE B
SNYDER
MIDDLEBURG
NORTHAMPTON
PAXTONVILLE
NORTH UMBERLAND
MINERSVILLE
POTTSVILLE
LEHIGH
MIFFLIN
VALLEY VIEW
CRESSONA
SCHUYLKILL HAVEN
ORWIGSBURG
SCHUYLKILL
GRADE A
LEWISTOWN
BELLEVILLE
MIFFLINTOWN
WILLIAMSTOWN
MILLERSBURG
LYKENS
ELIZABETHVILLE
HAMBURG
BERKS
BUCKS
NEWPORT
HUNTINGDON
MT UNION
JUNIATA
FREDERICKSBURG
KUTZTOWN
PERRY
DUNCANNON
DAUPHIN
HERSHEY
MYERSTOWN
PALMYRA
READING
LEBANON
HUNTINGDON
NEW GERMANTOWN
HARRISBURG
STEELTON
MONTGOMERY
ORBISONIA
CARLISLE
MECHANICSBURG
MT HOLLY SPGS
MANHEIM
ELIZABETHTOWN
EPHRATA
LITITZ
MT JOY
NEW HOLLAND
PHOENIXVILLE
CUMBERLAND
YORK
YORK HAVEN
SHIPPENSBURG
DOVER
LANCASTER
COLUMBIA
CHESTER
ADAMS
YORK
COATESVILLE
CHAMBERSBURG
DALLASTOWN
RED LION
QUARRYVILLE
MERCERSBURG
FRANKLIN
NEW OXFORD
SPRING GROVE
LANCASTER
HOLTWOOD
KENNETT SQ
WEST GROVE
GETTYSBURG
HANOVER
McSHERRYSTOWN
GLEN ROCK
OXFORD
WAYNESBORO
LITTLESTOWN
NEW FREEDOM
WASHINGTON
LEITERSBURG
EMMITSBURG
CECIL
ROWLANDSVILLE
HAGERSTOWN
THURMONT
TANEYTOWN
PLEASANT VALLEY
HARFORD
CARROLL
MT CARMEL
BEL AIR
FREDERICK
WESTMINSTER
HAVRE DE GRACE
ABERDEEN
FINKSBURG
REISTERSTOWN
GRADE A
GRADE B
FREDERICK
HOWARD
ELLICOTT CITY
HIGHLAND
SAVAGE
LOUDOUN
MONTGOMERY
ANNE ARUNDEL
JEFFERSON
MR. CHANNEL 8
NBC and CBS
316,000 WATTS

purchase this TV market

instead of a single city

WGAL-TV is dominant in the three standard metropolitan markets in the Channel 8 primary coverage area—Lancaster, Harrisburg, York—as well as in numerous other cities—Lewistown, Lebanon, Gettysburg, Chambersburg, etc. When developing marketing plans for your product, look beyond the usual single-city concept. Profit from WGAL-TV's multi-city dominance.

STEINMAN STATION • Clair McCollough, Pres.

WGAL-TV

LANCASTER, PA.
NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

RATINGS PROBE • Battle of program rating services will erupt in Congress this session. Ramrodding project is Sen. A. S. Mike Monroney (D-Okla.) who feels that program ratings are responsible for overdose of Westerns and what he regards as programming imbalance that does not give viewer choice during prime evening hours. Sen. Monroney feels that ratings might have validity as one point among several but that they should not be "the holy writ" for advertisers, agencies, networks and stations.

•

Ratings inquiry will go into such matters as why small audience samples should control destinies of programs. Sen. Monroney plans to confer shortly with Chairman Warren G. Magnuson (D-Wash.) of Commerce Committee and Sen. John O. Pastore (D-R. I.) of Communications Subcommittee on projected hearings. Presumably spokesmen for rating services, among others, would be called.

•

PREDICTION • Within two years Robert W. Sarnoff will become chairman of board and chief executive officer of NBC. Robert E. Kintner, one of four executive vice presidents, will succeed Mr. Sarnoff as NBC president. Mr. Kintner joined NBC in January 1957 after having served with ABC for 12 years, last seven as president. He is new EVP in charge of television programs and sales and is member of board.

•

Note: Robert W. Sarnoff four months ago was elected director of RCA, NBC's parent, over which his father, Gen. David Sarnoff, presides as chairman of board. Despite reports that young Sarnoff would eventually move to RCA as an executive officer, it is understood he personally prefers NBC's activity and is given major credit for network's strides during his incumbency as president.

•

HOUSE AND TOLL TV • Temper of House Commerce Committee on toll tv issue is such that FCC may be spared necessity of proceeding with its plan for consideration of toll tv applications beginning March 1. There's strong sentiment either for legislation which would ban toll tv broadcast service or for adoption of resolution expressing it as sense of House that because of grave issues involved and questionable legal authority of FCC, Commission should take no action to authorize toll tv on experimental or any other basis until Congress expressly authorizes it.

There's precedent for "sense of the House" type of action. Senate, in 1938, adopted resolution declaring it sense of that body that no power in excess of 50,000 w be authorized in radio broadcasting. Nearly two decades have elapsed and FCC hasn't yet authorized power beyond 50,000 w. Crystallization of House opinion may come this week (see page 31).

•

SOMETHING EXTRA • At request of major account, J. Walter Thompson Co. last week called station and newspaper representatives to its New York offices for sessions dealing with facilities for merchandising. Advertiser, it's understood, wants merchandising services to go along with any consideration of media to be used. Agency also expects to gather information—representatives were asked to fill out details on questionnaires—to help other accounts as well.

•

NBC-TV Spot Sales is organizing timebuyer opinion panel to serve as "a sounding board on theory and practice" regarding industry issues and problems. NBC-TV Spot Sales has sent questionnaire to more than 1,000 timebuyers throughout country asking them to serve on panel and will set it up (size still undetermined) on basis of returns. In initial questionnaire, timebuyers were queried on use of ratings. Subsequently, panel members will be invited to comment on other subjects.

•

MUSIC PROBE • Communications Subcommittee of Senate Commerce Committee plans hearings late in February on Sen. George Smathers' (D-Fla.) bill (S 2834) which would require networks and stations to dispose of their interests in BMI and music recording companies. At time his bill was introduced, Sen. Smathers felt networks, through ownership in BMI, were "monopolizing" music over airwaves and offering "inferior" songs. However, he since has stated privately that he now is not sure this is case, but he still wants hearing to air matter publicly. Sen. John O. Pastore (D-R. I.) is chairman of subcommittee.

•

ABC-TV has quietly set up, through parent American Broadcasting-Paramount Theatres, separate corporation to handle its time and program sales in Michigan. It's ABC Television Network Services of Michigan Inc. and it's headed by Bill Mullen, sales manager of network's Detroit Div. Officials say it was done to put emphasis on sales in important Detroit auto market as well as elsewhere in Michigan, and also because Michigan setup makes it easier for locally incorporated organization to "do business." AB-PT has another wholly owned Michigan subsidiary, WXYZ Inc. (WXYZ-AM-FM-TV Detroit), but authorities say there's no connection between this and ABCTNSMI, which was formed late last year.

•

TROJAN HORSE • Faces got red at Advertising Federation of America and Advertising Assn. of West over radio public relations bumble by AAW task force group which produced transcription for use by stations during National Advertising Week Feb. 9-15. Disc, which was pressed before AFA could check it, plugs print media in both one-minute cuts and in two of three 30-sec. cuts. Third 30-sec. cut and all three 10-sec. cuts are "safe." AAW reportedly will issue revised version and AFA is planning to substitute last year's discs. Typical copy in snafu has woman shopper saying: "Do I read the ads? I certainly do. I shop the papers and magazines before I shop the stores. That way, I can compare prices, compare values. I know I save time, and money and energy, thanks to advertising."

•

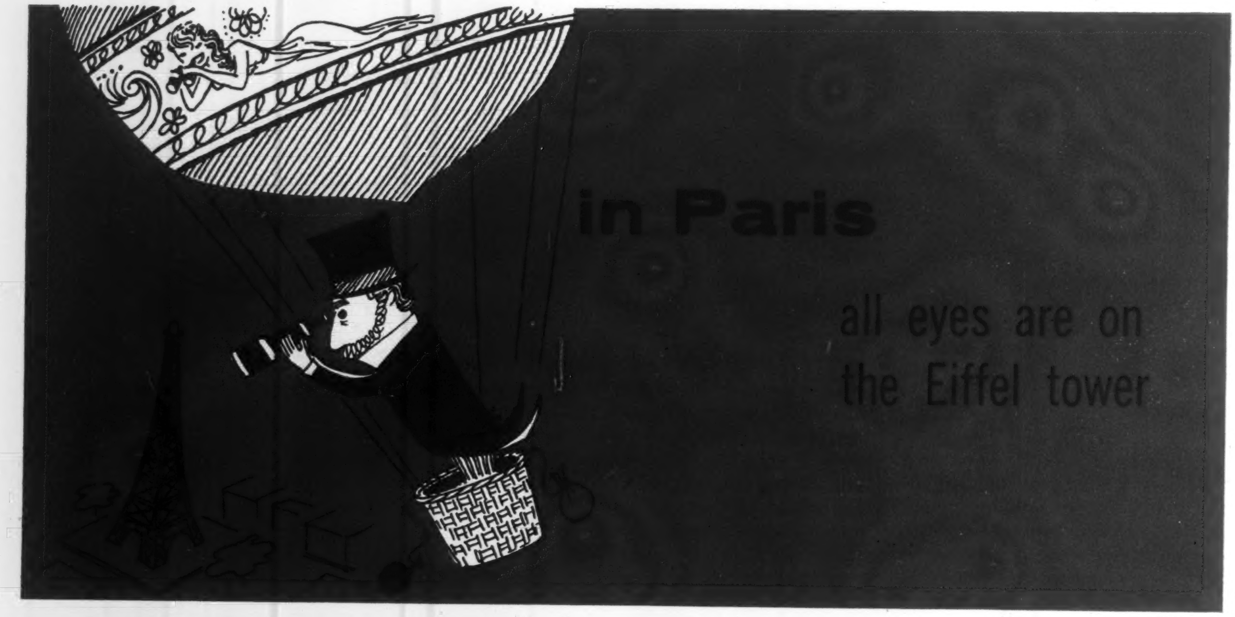
Newest legal complication facing labor unions is antitrust damage suit ($150,000) asked by victim of secondary boycott in Cincinnati, where AFTRA is restrained by federal court from preventing its members from working on transcriptions for use on WCKY. Suing is S. & S. Amusement Corp., operating one of nation's largest drive-in theatres. Union is charged with trying to persuade public from going to drive-in because it is advertiser on WCKY. AFTRA also awaits National Labor Relations Board action on boycott complaint filed by NLRB regional office.

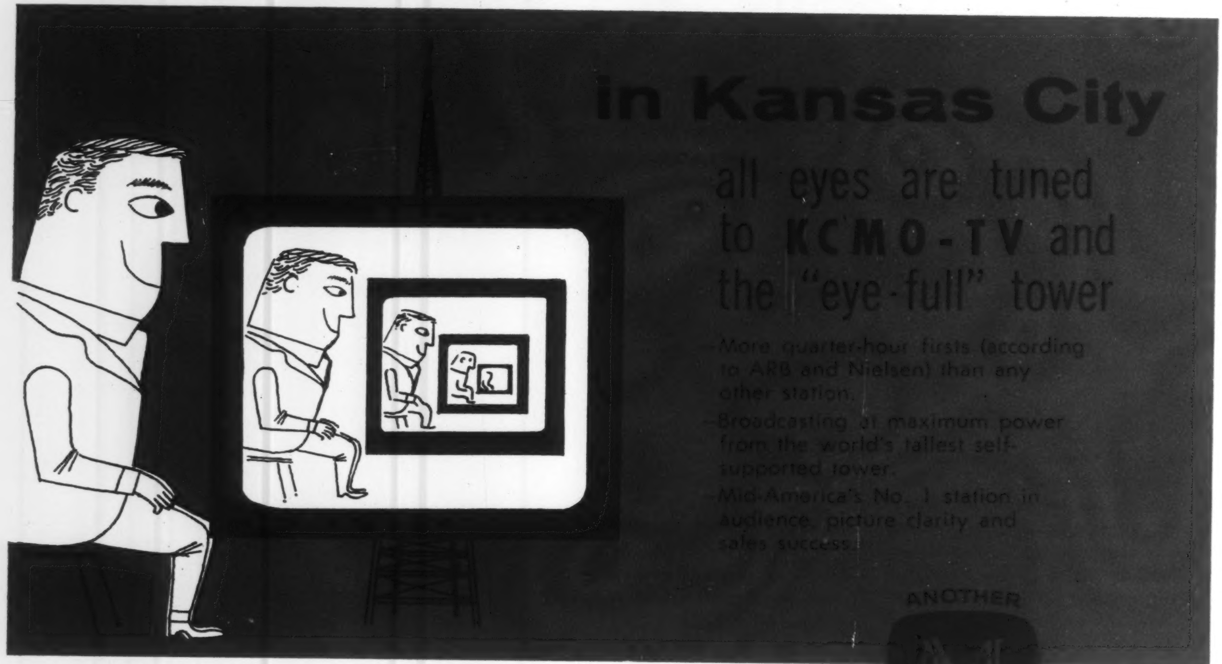
•

LONG DISTANCE • It hasn't been widely publicized, but stations in National League baseball cities, with long-term pacts for radio rights, may find '58 sponsor nut hard one to crack. Rub lies in hefty line charges, plus announcers' travel and other expenses to feed local team games from parks of new Los Angeles Dodgers and San Francisco Giants. Line charges between, say, Chicago and West Coast (1,753 miles at 15 cents per mile per hour, plus daily $240 line "equalization" fee) would cost feed station roughly $1,000 per game, not to mention travel expenses and cut into prime air periods because of time differentials (running into evening hours).

•

Adhering to policy of promotion from within, NBC-TV plans to appoint Edward Stanley, manager of public service programs, to succeed Davidson Taylor, vice president in charge of public affairs, who has resigned (see page 84.)


in Paris
all eyes are on the Eiffel tower


in Kansas City
all eyes are tuned to KCMO-TV and the "eye-full" tower

- More quarter-hour firsts (according to ARB and Nielsen) than any other station.
- Broadcasting at maximum power from the world's tallest self-supported tower.
- Mid-America's No. 1 station in audience, picture clarity and sales success.

ANOTHER M MEREDITH STATION

KCMO-TV	**Kansas City**	**channel 5**
WHEN-TV	Syracuse	channel 8
KPHO-TV	Phoenix	channel 5
WOW-TV	Omaha	channel 6

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.
Represented nationally by Katz Agency
KCMO-TV . . . One of Meredith's
Big 4 . . All-Family Stations.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines.

THE WEEK IN BRIEF

LEAD STORY

Crucial Point With Pay Tv—Hearings open on Capitol Hill as FCC's lawful right to permit toll tests is challenged by congressmen fearful that trials may get out of control, destroy all tv. At same time, CBS-TV affiliates map strategy to counter pay television threat; Texans present mass viewer protest to tolls; Zenith's Leitzell clashes with economist Smythe on controversial issue. Page **31.**

ADVERTISERS & AGENCIES

Where Radio Spot Money Is Spent—BROADCASTING compares '55 and '56 buying in 169 major markets, combining official FCC figures and reports compiled by SRA in cooperation with Adam Young. Page **46.**

U. S. Steel Loves Tv—Major manufacturer is delighted to learn that the mass consumer medium can even produce sales leads for such items as football stadiums. Page **34.**

Baseball Tv Ticket—Close to $1.5 million is paid by P. Ballantine and R. J. Reynolds to telecast 140 games of New York Yankees on WPIX (TV) New York. Notes brewery: It took many hours of "discussing and reappraising our advertising budgets." Page **39.**

Tv on the Farm—Looks good to American Cyanamid's Farm and Home Div. Invested: $150,000 or more for 15-minute syndicated farm television news show to be seen weekly for 13 weeks. A first tv effort for the formerly print-minded national advertiser. Page **40.**

Edsel Ails—Ford Motor tries new medication: combines Edsel with existing division, making it Lincoln-Edsel-Mercury Div. Ford does not see any change in its advertising structure "at this time." Page **42.**

GOVERNMENT

FCC Gets Reprieve, Moulder Forced to Back Down—Legislative Oversight announces "general" hearings on six regulatory agencies will begin Jan. 27. Page **86.**

Booster Proposals Endorsed—Proposed FCC rules establishing on-channel booster service for tv finds favor with all of slim number filing comments except National Community Television Assns., which blasts repeater scheme as impracticable and subject to abuse. Page **90.**

PERSONNEL RELATIONS

Actors Guild Shoots for Moon—Pay increases that range up to 100% sought in negotiations that commence today. Page **95.**

NETWORKS

CBS-TV Affiliates Ready to Fight—Stations, meeting in Washington, form five-man unit to plan strategy in meeting threats to industry's life, review impact of pay tv; agree that FCC's Barrow Report could wreck present system of network broadcasting; match operating ideas with network officials. Condensed text of CBS Inc. President Frank Stanton's keynote speech. Pages **62, 66, 106.**

'57 Tv Network Gross Heads Over $500 Million—That's indication from PIB compilations for first 11 months of last year which total $466.5 million. Page **80.**

STATIONS

'Juke Box' Station—No more a term of derision but an actuality as WINS New York turns to automation. Station installs first of two $1,500 RCA units which play records at touch of fingertip, eliminate wear and tear, free record librarian for other duties. Page **92.**

TRADE ASSNS.

Qualified Victory—Two Wisconsin judges score courtroom radio-tv coverage ban and back Colorado ruling, but one upholds right of defendant or witness to object to WISN-TV cameras in Milwaukee trial . . . a partial victory for broadcasters in equal access fight. Page **100.**

MANUFACTURING

What's New at NARDA?—Nation's radio-tv dealers hear plaudits for radio as effective-economical advertising medium —and are urged to consider color tv and stereophonic recording as great profit potentials in '58. Color tv is on threshold of "breakthrough," they're also told. Page **96.**

OPINION

MR. WITT

Home-Grown Spectaculars Are Special, Too—Don't believe that all spectaculars have to be the full network extravaganza variety. Harry Witt, vice president of Reach, McClinton, tells how it can be done on local level, describes such a success for western office of Prudential. He writes in MONDAY MEMO. Page **129.**

PROGRAM SERVICES

SP Exposed—Washington officials subjected to unseen influence known as subliminal projection react jocularly. Developer James L. Vicary asks FCC for rules to authorize use of unseen-unheard commercials on tv. Precon system gets west coast showing. Page **98.**

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The Twins like radio with their fun . . .
. . and fun with their radio

That's why WDGY is *first in the Twin Cities . . .**
and why WDGY billings are at an all-time high!

Talk to a Blair man, or WDGY General Manager Jack Thayer.

* Latest Pulse.

WDGY *50,000 watts* **Minneapolis-St. Paul**

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

TOLL TV BENEFITS TO PUBLIC CLAIMED

"The public can't possibly be hurt" by a test of pay tv, W. Theodore Pierson told House Commerce Committee hearing Friday morning as day's first witness in pay tv hearings. Representing Zenith Radio Corp., Mr. Pierson said "we have upset the contentment of two powerful organizations," networks and theatre industry, and that is reason they so violently oppose subscription test.

Hearings will resume tomorrow (Tues.) with Solomon Segall, Teleglobe Pay-Tv System, as first witness. He will be followed by presidents of three networks.

"We only want to use the stations that they [networks] have no use for—and they are few and far between," Mr. Pierson told committee.

If pay tv is prohibited, Congress merely will be stating theatres and wired systems should reap profits, he said and asked: "How could you interfere with us and not our competitors [wired tv]?" He said Zenith plans to apply at FCC for three test stations.

On the question of advertising on toll tv, the witness said "We [Zenith] will not license our system to anyone who will permit advertising."

Mr. Pierson said pay tv could not survive on uhf only because of conversion problems.

The congressman said some baseball people told him they are anxious for pay tv because their World Series revenue would be increased from present $3.5 million yearly to "about $20 million." Mr. Pierson said this assumption is "totally invalid."

Rep. John Dingell (D-Mich.) asked if Zenith will base its plea for continuation of pay tv after test period on fact that large amount of capital had been invested. When Mr. Pierson answered no because Zenith is fully aware it stands to lose large capital investments, Rep. Dingell predicted the witness would be reminded of this statement in three years.

Paul Porter (for International Telemeter Corp.) and James M. Landis (for Skiatron Tv) followed Mr. Pierson to stand Friday afternoon. There was little cross-examination of afternoon witnesses because many members of committee were not present.

Mr. Porter stated the World Series argument is in nature of "red herring" because Baseball Commissioner Ford Frick has stated he would not approve contract placing World Series on pay tv.

International Telemeter now is negotiating for closed-circuit toll tv in over 50 cities and plans service in several by end of 1958, Mr. Porter said. He said closed-circuit tv has one clear advantage over spectrum—it can use channels on sets not assigned to city.

Asked why his system is claimed to be better than Zenith's, he said, because International Telemeter will collect from subscribers in advance.

Mr. Landis said Skiatron plans to depend entirely on subscribers for revenue and would accept no commercials.

Rep. Harris asked Mr. Landis if he thought pay tv is public utility. "No, because tv is not necessity," was the answer. Rep. Harris replied "you might as well try to cut off water and lights as the tv set in the home today."

NAB President Harold E. Fellows asked the committee, in form of resolution, to advise FCC to halt action on pay tv pending specific guidance from Congress, which he said was only body competent to order a fundamental change in the system of free broadcasting. He listed free tv's programs such as drama, grand opera, sports and news-public affairs, observing that these are the very programs pay tv would deliver.

Tv offers "the best possible showcase for the products and services of American industry," Mr. Fellows said, explaining how the economy is strengthened by this stimulation of demand to undreamed-of levels. Pay tv would greatly diminish tv's sales force, he argued. He said it would black out important sports events for millions of young people.

Mr. Fellows said tests of pay tv would cost millions and it would be difficult if not impossible for FCC and Congress to retreat. He predicted pay tv would degrade and eventually destroy the present free service.

DODGE'S WINNING TEAM

Testimonial luncheon to winning sales combination of Lawrence Welk and television given by Dodge Div. of Chrysler Corp. in Grand Ballroom of Waldorf-Astoria in New York Friday as auto firm called bandleader Welk its "top salesman." Dodge reported Christmas free-record promotion on its Saturday and Monday night Welk programs on ABC-TV brought "more than one million people into Dodge showrooms" during three-week period. W. D. (Pete) Moore, Dodge director of advertising and merchandising, noted: "Ratings indicate the audience you get; they don't show sales. But the most significant proof of success is that our dealers are tremendously enthusiastic about the show. We keep hearing from them about people coming into showrooms and buying 'because we saw the car on the Welk show'."

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

IN STARTING GATE • J. A. Folger & Co. (Folger's coffee), Kansas City, about to break with radio and tv spot campaign. Agency, Cunningham & Walsh, N. Y., would not confirm details, but drive is set.

FOLLOWS ADVICE • Doeskin Products Inc. (facial, bathroom tissue), N. Y., formerly print advertiser which switched to Weiss & Geller, N. Y., following presentation emphasizing tv [AT DEADLINE, Dec. 30, 1957], expected to launch new campaign in February using tv minutes, 20-seconds and ID's in 10 major markets running until June. Filmed spots produced by UPA, N. Y., are animations.

INSTANT ACTION • The Nestle Co. (Nestea instant tea), White Plains, N. Y., reportedly placing spot tv campaign in undetermined number of markets starting early in February. Dancer-Fitzgerald-Sample, N. Y., is agency.

CANDY DAY PLANS • Fanny Farmer Candy Shops, Rochester, N. Y., through Charles L. Rumrill & Co., Rochester, planning radio schedule to coincide with "candy holidays" starting with Valentine's Day in February. Firm plans to use early morning and evening spots.

CLOSING GAPS • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., adding about 10-12 markets for spot radio starting early next month in western U. S., to fill in marketing gaps. Advertiser has just started new tv schedule of three spots per week in 60 markets [AT DEADLINE, Jan. 6]. Dancer-Fitzgerald-Sample, N. Y., is agency.

LOTS FOR LOTION • Andrew Jergens Co. (Jergens lotion), Cincinnati, launching new spot tv campaign in as many as 60 markets with different starting dates, beginning with today (Mon.). Length of campaigns also varies with some orders going through November (about 45 weeks). Agency is Cunningham & Walsh, N. Y.

AGAIN IN 150 MARKETS • Robert Hall Clothes Inc., N. Y., understood initiating annual spot radio-tv campaign in 150 cities, starting in mid-February and extending through June. Radio spots will vary from 70 to 100 per week in various markets and tv spots from 15 to 20 per week.

BACK TO C&A • The Lydia E. Pinkham Medicine Co. (vegetable compound, tablets), Lynn, Mass., announcing today (Mon.) reappointment of Cohen & Aleshire, N. Y.

at deadline

Pearson Brings Comr. Mack Name Into Miami Ch. 10 Controversy

Bitterly-fought Miami ch. 10 grant to National Airlines burst into limelight again Friday. In column published in newspapers that day, Drew Pearson linked FCC Comr. Richard A. Mack with Miami attorney Thurman Whiteside, and Mr. Whiteside with National Airlines.

Gist of Pearson column was that Comr. Mack had promised Mr. Whiteside to vote for National Airlines in hotly-contested case. Column quoted Comr. Mack as saying: "I have never committed my vote to anyone." Comr. Mack reaffirmed this to BROADCASTING.

Other parts of telephone interview between Comr. Mack and Jack Anderson, Pearson associate, quoted FCC commissioner as acknowledging he had borrowed money from Mr. Whiteside, a boyhood friend, and that he still owed him "some money." Column implied that Comr. Mack threatened to embarrass certain Congressmen if they embarrassed him. FCC commissioner was reported as saying: "I know some things you don't," and "If they are going to play that nasty, they won't want me to talk . . ." Mr. Pearson referred to Comr. Mack as an "alleged Democrat who voted for Mr. Eisenhower."

Comr. Mack declared he had never voted for Eisenhower; "I have always voted the Democratic ticket," he added. Word "nasty" was used in reference to Miami situation, not to Congress, Comr. Mack said. To reports that there had been suggestions he resign, Comr. Mack said he had no intention of resigning. He also reported that Moulder Committee investigators were in his office Friday morning asking questions about Miami ch. 10 case.

Mr. Anderson told BROADCASTING that he had taken Mr. Mack's words down carefully in shorthand. Mr. Pearson said that he would have more on FCC in his Tuesday column.

Miami grant to National Airlines subsidiary resulted in denial of applications for same facility by WKAT Miami Beach (A. Frank Katzentine), L. B. Wilson Inc. (WCKY Cincinnati) and North Dade Video Inc. Initial decision by examiner in 1955 favored WKAT for ch. 10 grant.

Another 'Wallace' Suit Filed

Fletcher Bowron, superior court judge and former mayor of Los Angeles, has filed one million dollar damage suit against American Broadcasting-Paramount Theatres, Philip Morris, N. W. Ayer & Son, and Mike Wallace, charging defamation of character on the May 19, 1957, telecast of *Mike Wallace Interviews,* on ABC-TV, when Mickey Cohen was interviewed. Similar suits brought by William H. Parker, Los Angeles chief of police, and Capt. James Hamilton of the police intelligence squad, were settled out of court [NETWORKS, Jan. 6]. Two million dollar damage suit of former Los Angeles police chief, C. B. Horrall, still pends.

Tv Funds for Voice of America Doubled in Ike Budget Request

Voice of America plans to step up tv activities two-fold if Congress approves Presidential request for $20 million for Voice activities in fiscal 1959. Voice sum is part of $105 million USIA budget request submitted to Congress by President Eisenhower week ago [AT DEADLINE, Jan. 13]. Breakdown of 1959 budget given by USIA officials Friday.

Voice's $18,838,000 radio request compares with $16,867,000 in fiscal 1958. Close to $2 million increase will go mostly for 10 hour-45 minute step-up in daily language programs (four more hours English; four more hours Arabic; one more hour Iron Curtain languages; 30 minutes extra for Near East languages other than Arabic; and 30-45 minutes more for Far Eastern languages. This will up VOA's daily radio program schedule from present 40 hours to 51 hours.

Others sums include $630,000 for package programs and $480,000 for operation of new facilities.

In tv, $1,086,000 for 1959 compares with $562,000 for 1958, but is half of $2,281,000 for 1957 activities. New money will be used largely to feed material to foreign tv stations. Programs, on film, will be mostly of U. S. events. Growth of tv throughout world was stressed.

Of $5 million for construction, $2.9 million is to complete new Middle East transmitter at still undecided site (Voice got $1.1 million for this project last year). Other $2.1 million is for major repair and replacements of existing VOA installations.

UP Plans Expanded Tv Service

Servicing of newsfilm and pictures to tv station clients via magnetic tape is among multitude of prospective innovations to be explored by newly-formed research and development department, United Press explained Friday in announcing appointment of Central Div. Manager Bert Masterson to direct department with headquarters in Chicago. New department will seek to project and satisfy UP news and systems requirements and those of clients in all operation areas for next five to 10 years.

LeGate Returning to 'Miami News'

James M. LeGate is returning to *Miami News* as public relations and promotion director after having served 16 years as manager of WIOD, and past year-and-a-half as manager of WCKT (TV) Miami. Charles Kelly, operations manager of WCKT (TV), will take over Mr. LeGate's duties. He was formerly with WSUN-TV St. Petersburg. Mr. LeGate managed WIOD for *Miami News* before that station became WCKR and part of *News-Herald* stations headed by former NBC President Niles Trammell.

PEOPLE

E. D. BROTSOS, vice president-media director, Edward J. McElroy Adv. Inc., L. A., becomes president of agency following death last Wednesday of Edward J. McElroy, 59.

JOE McDONOUGH, writer-producer-director, tv-radio department, Cunningham & Walsh, N. Y., elected today (Mon.) as vice president and creative group head, according to C & W President John P. Cunningham.

Sacramento Sale Among FCC Action

FCC actions Friday:

- Approved sale of KXOA-AM-FM Sacramento, Calif., by Lincoln Dellar to Cal-Val Radio Inc. (Riley R. Gibson, president) for $500,000.
- Granted new am at Escanaba, Mich. to Frank Russell Jr. Grant is for 1 kw daytime, directional, on 600 kc. Mr. Russell is principal in WDMJ-AM-TV Marquette and WMIQ Iron Mt., both Mich.
- Issued instructions to staff looking toward denying petitions by KRMD Shreveport, La., and Southland Television Co., unsuccessful applicants for Shreveport ch. 12, seeking reconsideration and rehearing of July 1, 1957, order affirming May 19, 1955, grant to Shreveport Tv Co. (KSLA-TV).

WGGG, WLOS Being Sold

Two sales announced Friday, both handled by Paul H. Chapman Co., and both subject to FCC approval:

- WGGG Gainesville, Fla., sold by Thompson K. Cassel to Edward C. Wright and Harry R. Playford, for $116,000. Messrs. Wright and Playford own WNBY Pensacola, Fla. (formerly WEAR), and are applicants for Tampa ch. 10. WGGG is 250-w on 1230 kc, ABC-affiliated.
- WLOS Asheville, N. C., sold by Skyway Broadcasting Co. (Joe H. Britt and family and Wolfson-Meyer group), to C. W. Hogan for $105,000. Mr. Hogan is former part owner and general manager of WLBG Laurens, S. C. WLOS is 5-kw day, 1-kw night, on 1380 kc, with ABC and MBS affiliations.

Little to Sell KTUC Tucson

Application for sale of KTUC Tucson, Ariz., by Lee A. Little, owner-general manager, to group headed by Clarence Van Haaften, of Casper, Wyo., for $160,000, will be filed with FCC this week. Station, founded in 1929, is on 1400 kc with 250 w and is MBS-Arizona Network outlet. Mr. Little, who has owned station for three years and since 1942 had been manager-part owner, will retain his Muzak concession and real estate on which station is located. Mr. Little also may continue his popular morning show on station.

WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the most complete rating study ever made in the area: WFBG-TV delivers 24.2% MORE audience, sign-on to sign-off, seven days a week. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV also carries the best of ABC including "American Bandstand," the nation's number ONE daytime TV program. Call Blair-TV today for rates and availabilities.

Sources: Trendex, December 1957/15-County Central Pennsylvania Trendex, December, 1957

A TRIANGLE STATION

WFBG-TV

ALTOONA—JOHNSTOWN, PA.

Channel 10

ABC-TV • CBS-TV

***Represented by* BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N.Y. / **WHGB-AM,** Harrisburg, Pa.

WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **WLBR-TV,** Lebanon-Lancaster, Pa.

Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

ZIV's NEW, ALL NEW HALF-

TARG

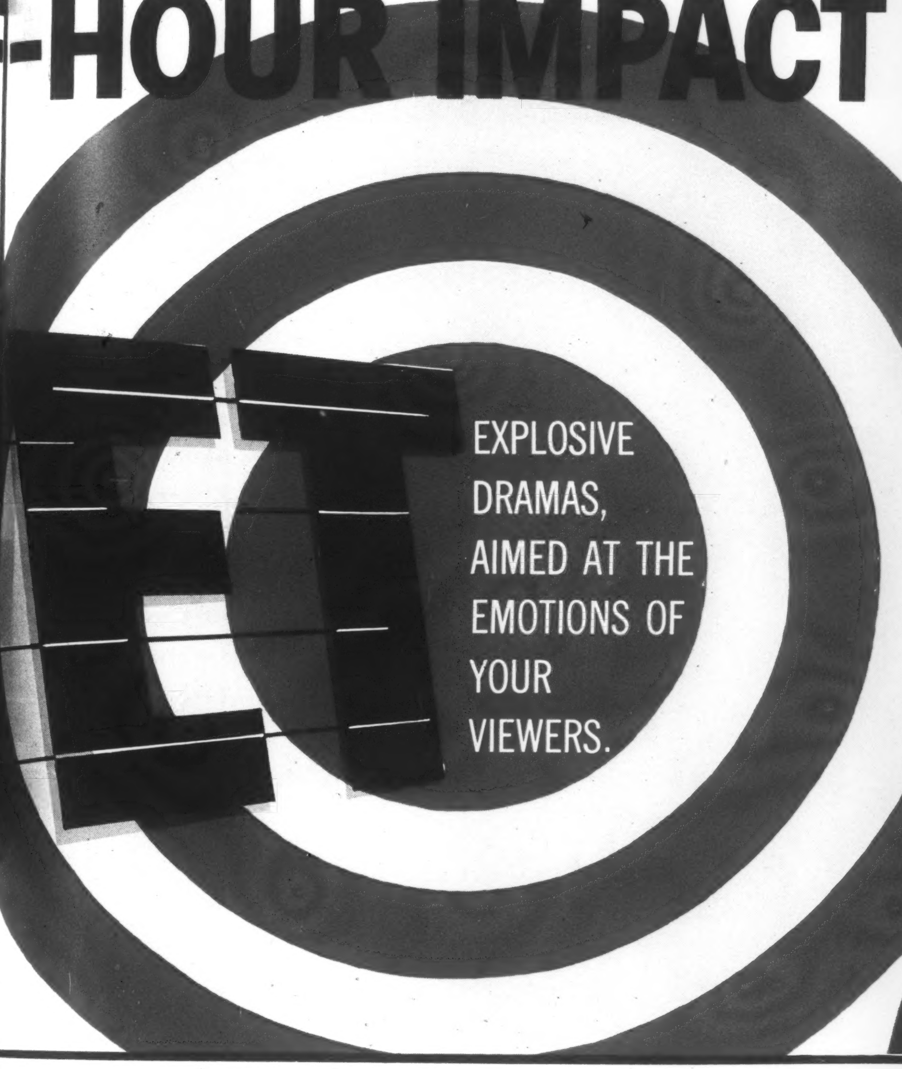
Impact

PERFORMANCES!

Every week a new guest star . . . a completely new cast! Your viewers will see and thrill to a galaxy of stars hand-picked for their great performances on TARGET!

HOWARD DUFF and MARIA RIVA star in "Breaking Point" on TARGET.

F-HOUR IMPACT SERIES !



EXPLOSIVE DRAMAS, AIMED AT THE EMOTIONS OF YOUR VIEWERS.

Your host

ADOLPHE MENJOU

ACTION-ADVENTURE

MYSTERY

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LAW ENFORCEMENT

TARGET IS ALL IMPACT!

Everything viewers look for in engrossing TV fare!

TARGET HAS THEM ALL!

ALREADY BOUGHT BY:

OLYMPIA BREWING	DREWRYS BREWING
• San Francisco	• Chicago
• Los Angeles	• Detroit
• Tucson	• Moline
• Honolulu	• Indianapolis
• Phoenix	• Grand Rapids
• Portland, Ore	• Rock Island
• Spokane	• Terre Haute
• Seattle	• South Bend
• Boise	• Davenport
• Las Vegas	• Kalamazoo
• Bellingham	• Lansing
• Eugene	• Cadillac
• Idaho Falls	• Marquette
• Santa Barbara	• Bay City
• Twin Falls	• E. Lansing
• San Diego	• Ft. Wayne
• Redding	• Cedar Rapids
• Eureka	• Toledo

ZIV *Television*

A timebuyer's dream!

According to the Nov. '57 Pulse
just released for Louisville

WINN

has an average rating of

4.4

from 7 a.m. thru 10 p.m.

and never below a

3.0

For the full story of WINN
Call your nearest Avery-Knodel office

"One of America's Really Great Independents"

WINN

LOUISVILLE, KY.—1240 KC.

Glen A. Harmon, Vice President, General Manager

LOST AND FOUND • KXO El Centro, Calif., reported a 3-year-old girl missing at 6:10 p.m. Jan. 4. The bulletin brought out a dozen men to help search. No clues were found and the bulletin was repeated and several hundred men responded. KXO sent its mobile news unit to the search headquarters and all regular programs and commercials were canceled at 8 p.m. Reports from the mobile unit asked for donations of search equipment, trucks, light plants, batteries, coffee and for more volunteers. The public cooperated and nearly 2,000 men arrived to help. Just before midnight the girl was found, alive and safe.

SAFETY SHOW • KTAN Sherman, Tex., studio property appeared to be the scene of a tragic auto accident before Christmas. Closer observation showed d.j. Jesse Pate giving a traffic safety demonstration alongside Highway 75. A wrecked car, dummy body, and scattered packages attracted travelers. Each afternoon for ten days Mr. Pate did his two-hour radio show by the highway. An estimated 50,000 persons saw the demonstration and more than 500 drivers stopped to talk to Mr. Pate. All KTAN d.j.s asked listeners to sound their horns as a pledge to drive safely during the holiday season as they drove past the "wreckage."

"STAY OUT" • KMO Tacoma News Editor Ed Purcell added his efforts to the pleas of traffic officials for a slow down on New Year's Eve. During the Christmas holiday the death toll on Washington highways was high and included one five-death accident near the KMO transmitter. Mr. Purcell taped a plea to motorists to "stay out of my newscasts on Jan. 1." The tape, played many times during the daylight and evening hours of Dec. 31, earned high praise from city, county, and state patrol officials. No traffic fatalities or injuries were reported over the New Year holiday in the Tacoma-Pierce County area.

PRESENTS FOR PATIENTS • WLS Chicago raised $34,160 from listeners to the WLS-*Prairie Farmer* "Christmas Neighbors Club." The money is used to buy equipment for treatment of patients in more than 700 midwest hospitals. Since 1935 when the club was organized a total of $522,867 has been contributed. WLS-*Prairie Farmer* pays all incidental costs of the club program and issues a financial report to each contributor.

WOWO PENNY PITCH COLLECTS $8,000

The future probably was pretty bleak for a young widow who is blind and her four sons until WOWO Fort Wayne, Ind., entered the picture. WOWO sponsored its fifth annual Penny Pitch and collected over $8,000 for the needy family.

The woman, who was deserted four years ago by her husband, has had to move from place to place with her young boys—4, 9, 11 and 14—and has lived on help from local welfare agencies since then. The only other money she has received has been the small earnings of her oldest boy.

THE PENNY PITCH *staged by WOWO Fort Wayne for a needy family before Christmas was a successful one and these three station officials show a cartload of pennies to prove it. L to r: Jim Luck, WOWO Penny Pitch director; Cal (Stewart) Bollwinkel, program manager, and Carl W. Vandagrift, general manager.*

Realizing how important it is for a family to have a permanent home, WOWO is trying to work something out with local realtors so they can use the contributions to make a down payment or full payment on a small house for them. If the station can arrange to get a home with the money, they also want to get a piano for the oldest boy, who has shown a talent for music.

The station began the promotion on Dec. 9 and ended it 10 days later, but listeners were so interested in the project that donations continued to come in as late as this month. WOWO asked its listeners to send in a penny for the family, but many of them went much farther. A Hi-Y group collected $90; a small boy donated 15 cents, which he got when he put his tooth under his pillow; a janitor donated all the pennies he found when he swept up each day, and one man went out into the street and "pan-handled" the money after hearing about WOWO's Penny Pitch on the radio. The station also reports that contributions came from as far away as California and Florida.

In addition to the $8,000 collected, clothing, furniture, food and offers of future assistance were received by the station. Some of the money collected was used to purchase Christmas presents for the family. The boys got bicycles, an electric train, food and clothing and the mother was given a complete new outfit of clothes.

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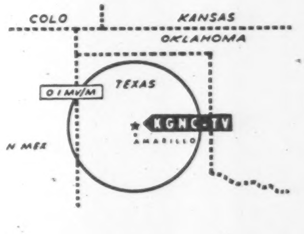
CHANNEL 4-SIGHT

No special "seeing" device is needed to magnify results when you use Channel 4-Sight on the great Golden Spread.

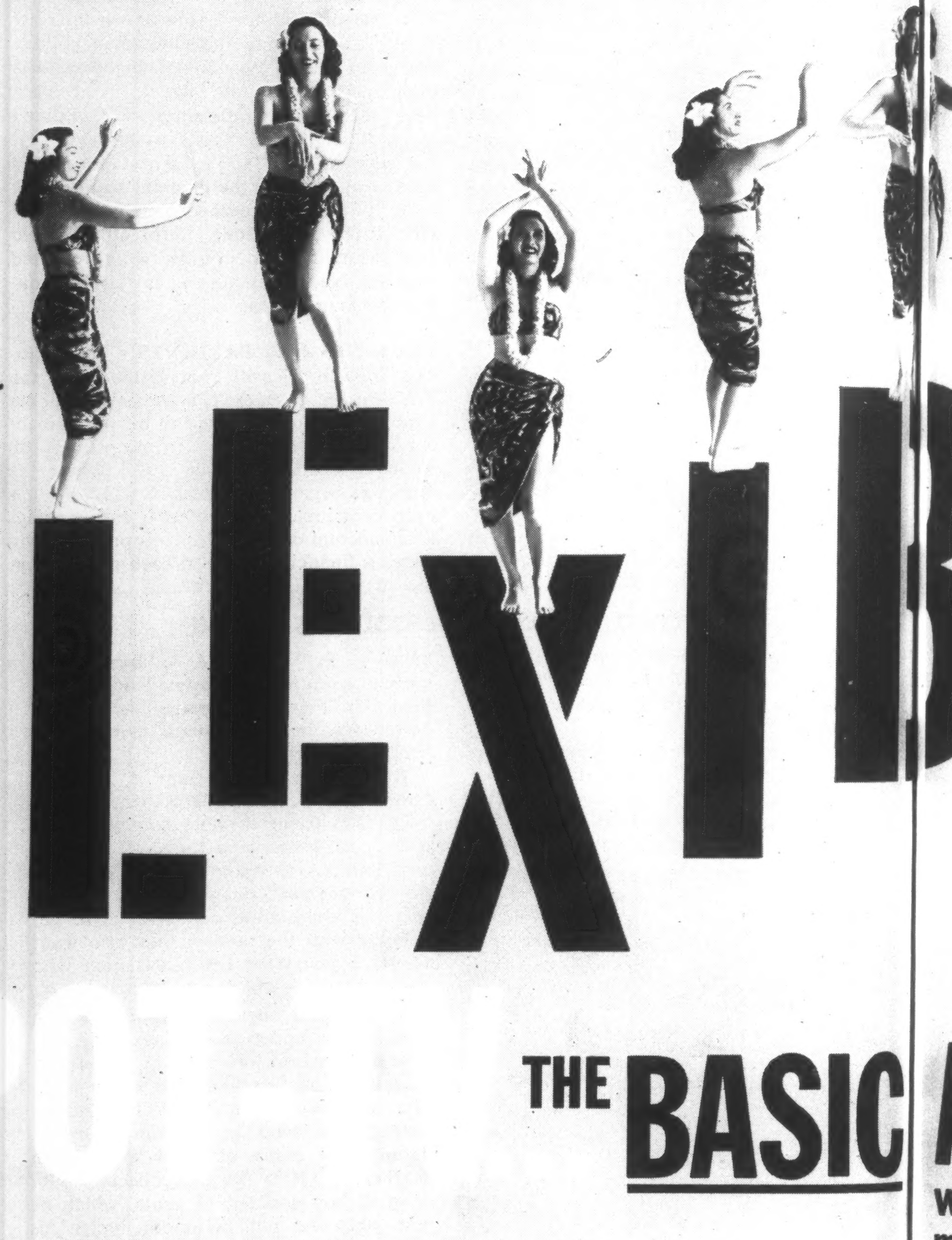
More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT
ANY
KATZ MAN



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THE BASIC A

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SPOT-TV IS THE BASIC ADVERTISING MEDIUM [illegible]

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WSB-TV	Atlanta
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WGN-TV	Chicago
WFAA-TV	Dallas
WTVD	Durham-Raleigh
WICU-TV	Erie
WNEM-TV	Flint-Bay City
WANE-TV	Fort Wayne
KPRC-TV	Houston
WHTN-TV	Huntington-Charleston
KARK-TV	Little Rock
KCOP	Los Angeles
WPST-TV	Miami
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
WTVH	Peoria
WJAR-TV	Providence
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
KTBS-TV	Shreveport
WNDU-TV	South Bend-Elkhart
KREM-TV	Spokane
KOTV	Tulsa
KARD-TV	Wichita

ADVERTISING MEDIUM!

With SPOT, you can pick key time periods in all time zones...reach mystery fans, comedy fans, western fans—as many diverse groups as you please, as often as you please. Because of these, and other great advantages, you really get results when you buy SPOT.

Television Division

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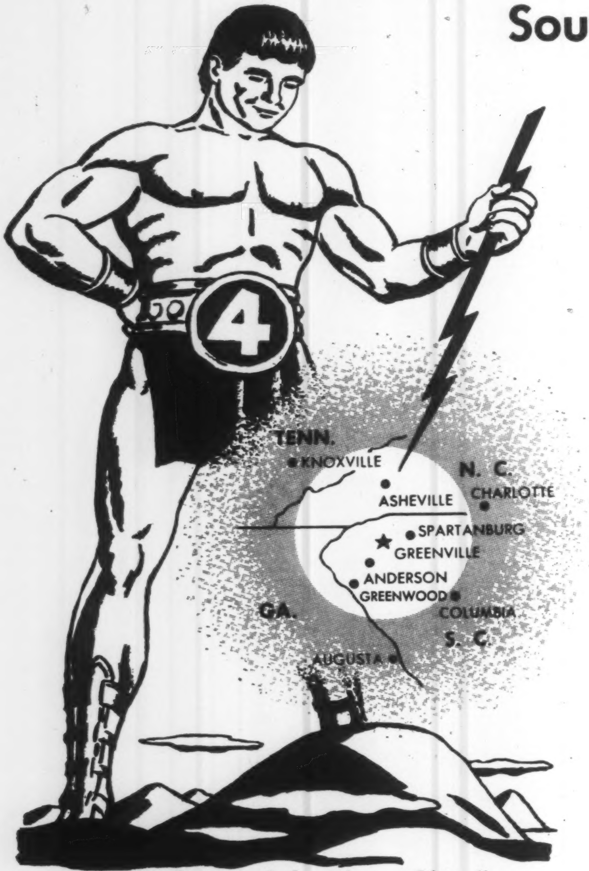
The Original Station Representative
New York • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco • St. Louis

In "The Giant's Market", in the Southeast . . .



"The Giant of Southern Skies"
MAXIMUM POWER ON CHANNEL 4

THE M-G-M PACKAGE IS OURS ALONE IN THIS GREAT 4-STATE MARKET

. . . it's now "LEO'S ROAR ON CHANNEL 4 . . ."

WFBC-TV has purchased the Metro-Goldwyn-Mayer film package exclusively for its Giant Market of 2-Million People, including Greenville, Spartanburg, Anderson and Greenwood, South Carolina, and Asheville, North Carolina.

Ask us or WEED for ratings, availabilities, and assistance.

NBC NETWORK

Channel 4
WFBC-TV
Greenville, S. C.

Represented Nationally by
WEED TELEVISION CORP.

Patt's Paradox

EDITOR:

The study by H-R Representatives showing approximately 40% of national spot business concentrated in 10 top markets and 50% in 20 top markets is not surprising.

I would like to see an extension of the study through all markets, and then a comparison with national newspaper advertising. The results would show the newspaper dollar more widely dispersed with small markets getting a far larger share of the newspaper dollar than the radio dollar. Yet the advertisers and agencies are essentially the same.

James M. Patt
Pres.-Gen. Mgr.
WALL Middletown, N. Y.

Dinner Music

EDITOR:

Several of my friends did some research Sunday, Dec. 22, from 6 to 7 p.m. . . . by phoning people at random in the Manhattan and Brooklyn telephone books.

Frankly, I prompted this project to get some idea of the listenership of my program, *De Motte Concert Hall,* heard in New York on WNCN (FM) Sundays, 6-8 p.m., and in New England on other stations of the Concert Network.

A total 200 calls were made. Persons answering their phones were asked if they own radio or tv or both; if radio, am or fm or both? Owners of any of these were asked if they were viewing tv or listening to radio at that moment. If radio, am or fm? If radio or tv, what program? How many persons? Children?

As not everyone was at home, it was necessary to call 12.2 numbers for every 10 persons interviewed. Of those contacted, only 11.5% had neither radio nor tv; 83% had tv, 87% radio and 81% both. Fm owners comprised 52% of all or 59.6% of radio owners.

Of tv homes, 43.4% were watching, 36% of all; 26.4% of programs were children's programs. Each set averaged 2.2 viewers.

Listening to am were 16.5% of all, or 19% of radio owners, while 58.6% of fm owners, 34.4% of radio owners or 30.5% of all were listening to fm. Each radio set, am or fm, averaged 2.4 listeners. In 4% of homes, both radio and tv were on, with tv being watched by children.

A total of 24.5% of fm listeners, 14.4% of fm owners or 7.5% of all were tuned to my program.

Perhaps the results were due to the dinner hour. People do like good music with their meals, and watching television can be inconvenient when dining. . . . The fact remains that more people were listening to radio than were watching tv. . . . And the programs were definitely adult in character and low-budget. There should be a lesson here for broadcasters and advertisers.

Warren De Motte
Conductor
De Motte Concert Hall
New York

THE TRADING STAMP:

In cities where stamp use is greatest food prices have risen the least

In these inflationary times, the finger of blame for rising food prices is being pointed in many directions. It should be interesting to American consumers to know that the trading stamp is not a contributing factor.

This fact has been shown in two ways by the studies of marketing experts in universities. First, these studies found no evidence that stamp stores, as a class, charge higher prices than non-stamp stores. Second, from a comparative use of the Bureau of Labor Statistics Index, they found that food prices have risen the least in cities where stamps are given most.

Between December 1954 and December 1956, when food prices for all U. S. cities rose 1.8%, the same prices rose 2.8% in five Index cities where supermarkets did not give stamps.

During the same period, in ten cities where 50% or more of both chains and independent supermarkets gave stamps, prices rose only 1.3%. And, in the three cities where stamp use was highest (75% of all supermarkets), food prices rose only 1.2%.

These city by city comparisons are additional evidence that trading stamps exert competitive pressure to help keep food prices down. It seems reasonable to assume that, for families living in "stamp cities," stamps have helped contribute to a lower cost of living in food purchases.

★ ★ ★

REFERENCES: "Competition and Trading Stamps in Retailing." Dr. Eugene R. Beem, School of Business Administration, University of California.

"Trading Stamp Practice and Pricing Policy." Dr. Albert Haring and Dr. Wallace O. Yoder, Marketing Department, School of Business, Indiana University.

This page is one of a series presented for your information by THE SPERRY AND HUTCHINSON COMPANY *which pioneered 61 years ago in the movement to give trading stamps to consumers as a discount for paying cash.* S&H GREEN STAMPS *are currently being saved by millions of consumers.*

CHANSATIONAL! NEW CHARLIE CHAN CAPTIVATES PHILADELPHIA!

SMASH RATINGS all over the country! NEW CHARLIE CHAN improves ratings, betters time periods everywhere!

In Philadelphia, on WCAU-TV it improved the Friday 7:00-7:30 time period on its very first rating by more than 17% to immediately become one of the **highest-rated syndicated programs** in the market on any station, any day, any time, with a 41.9% share of audience. (Videodex 11/57).

Captures the big share of audiences in Chicago, Los Angeles, Atlanta, Baltimore, Columbus, Detroit, New Orleans, Pittsburgh, Dallas-Ft. Worth and in key market after market!

FOR THE TV HIT OF THE SEASON, CALL

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

SHIRLEY TEMPLE'S STORYBOOK

At this point in the season it is apparent that among the best tv has to offer are tales, rocket or fairy.

An addition to the lighter of these two lineups, *Shirley Temple's Storybook* series on NBC-TV, had a stellar premiere in its Jan. 12 adaptation of "Beauty and the Beast." Superb performances by the cast—Charleton Heston as the beast, Claire Bloom as the beauty, E. G. Marshall as the merchant and June Lockhart and Barbara Baxley as the selfish sisters—and lavish costuming and settings made this initial production a magical achievement.

Magic land has frequently been treacherous territory for tv. Adding to the pleasures of this sojourn was the debut of the grown-up Shirley Temple, aided and abetted by the special "magic" of live tv.

For NBC-TV, for Miss Temple and for Henry Jaffe Enterprises Inc., the producer, "Beauty and the Beast" was a triumph. Miss Temple as the narrator is suitably attractive, warm and with a well-modulated voice. Her presence is welcome in the living room.

Casting was excellent. The actors were believable, half the battle in portraying fairyland to an audience of adults and children. Mr. Heston conveyed the despair and tenderness of the beast and Miss Bloom literally bloomed as the beauty. In all respects, the costuming and settings, though appropriately lavish, were tasteful in black-and-white and yet conducive to extraordinary impression when seen in color. Mr. Heston's makeup—replete with the mask of the beast—excellently implemented the role for an actor who long ago learned to do more than read his lines.

The storyline swept along the original tale and forcefully managed to establish characterization. By the telecast's conclusion the ageless moral of goodness engulfing the evil left a pleasant glow in the household.

The theme song of "Beauty and the Beast" was "Dreams Are Made for Children." This telecast reemphasized that such dreams can be enjoyed by all members of the family.

Production costs: Approximately $100,000.

Sponsored by John H. Breck Inc., National Dairy Products Corp. and Hills Bros. coffee, all through N. W. Ayer, on NBC-TV Sun., Jan. 12, 8-9 p.m. EST. Premiere live from Burbank, Calif.

Producer: Alvin Cooperman; director: Kirk Browning; produced by Henry Jaffe Enterprises: adapted for television by Joseph Schrank; costumes: Gwen Wakeling; makeup: Claude Thompson.

Hostess-narrator: Shirley Temple.

Cast: Charleton Heston, Claire Bloom, E. G. Marshall, June Lockhart and Barbara Baxley.

END OF THE RAINBOW

It may have been the end of the rainbow for the family featured in the premiere of Ralph Edwards' newest NBC-TV entry, but for viewers it was an optical disillusion.

End of the Rainbow has set out to help people realize lifetime ambitions and shower them with a life supply of goods in a half hour. On the first show of the series, m.c. Art Baker bestowed real estate and merchandise on an Illinois couple struggling to raise a flock of grandchildren. Subsequently cameras will roam the country looking for new places to pitch a rainbow.

This is a new pinnacle in the development of the giveaway show. It has been refined to the point that nothing is done except to give away things. All secondary entertainment values—quiz questions, suspense, the possibility of failure—are left out of the new purified format. Some human interest is left. Presumably the subjects of the show are deserving, but little is left for the viewer after recipients' worthy lives have been sketched in. From there on it's plug heaven at the end of the rainbow. Prize donors certainly get their network money's worth. It remains to be seen whether the sponsor, Pharmaceuticals Inc., feels it does.

Production costs: $25,000.

Sponsored by Pharmaceuticals Inc., through Parkson Advertising Agency Inc., on NBC-TV, Sat., 10-10:30 p.m. EST.

Executive producer: Ralph Edwards; producer: Edwin Baily; director: Tom Belcher; associate producer: Virginia Danson.

ANSWER PLEASE

In some way radio has come full cycle and now programmers are back to basics that were current 30 years ago. An example is CBS' *Answer Please.* With Walter Kronkite feeding miscellaneous information to a curious announcer and the waiting world, it sounds like something a production man pulled out of the files of the Twenties.

The 15-minute session is based on queries sent in by listeners in exchange for prize dictionaries. Questions run the gamut from who pays for unemployment compensation to where does Mr. Kronkite get his answers. More to the point might be, not where, but, "Why bother?"

Production costs: $120.

Sustaining on CBS Radio Mon.-Fri. 7:30-7:45 p.m. EST.

Writer, producer and director: Sandra Nemser.

Featured newsman: Walter Kronkite.

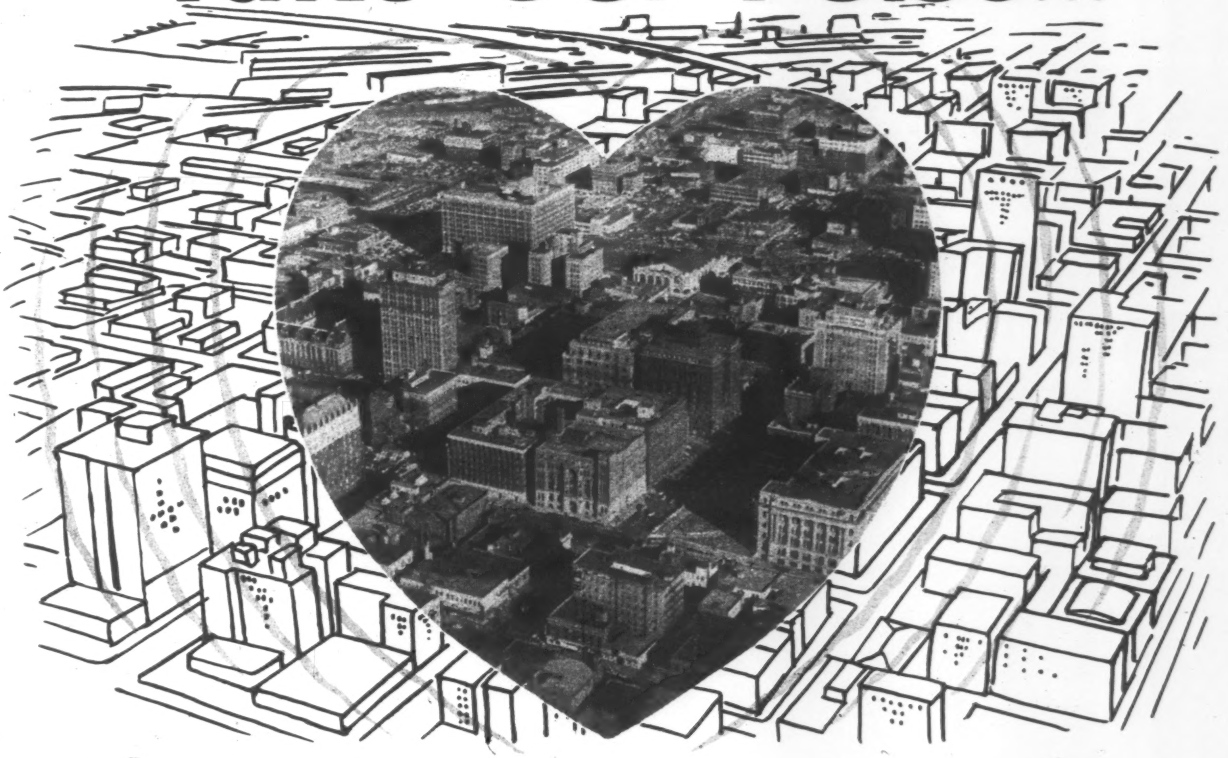
SEEN & HEARD

Omnibus made an attempt to reach suburbia last Tuesday evening with an hour-long variety show titled "Suburban Review" but the trusty old carrier of culture got stuck in its own tracks shortly after leaving the city limits.

What Robert Saudek Associates attempted to prove by last week's fruitless excursion into banality is anyone's guess. (It may be assumed that NBC-TV's justification was that the *Omnibus* special sold color; maybe so, but the color was purely technical.) Dedicated followers of Bert Lahr may have had themselves a field night, but even good comedians can be tiring after you have seen the same old repertoire time and time again. The only fresh material offered was by Mike Nichols and Elaine May—two extremely funny people.

The commercial by Union Carbide [ADVERTISERS & AGENCIES, Jan. 13] was as superb in black-and-white as it was in color.

Take Our Pulse...



it's the Heartbeat of OMAHA!

HOOPER Nov.-Dec., 1957 8 AM - 10 PM	**43.2** **share**
PULSE Nov., 1957 8 AM - 6 PM	**23.0** **share**
TRENDEX Dec., 1957 8 AM - 6 PM	**40.8** **share**

All 3 Put KOIL in the Winners' Circle!

24 Hours A Day

KOIL

Avery-Knodel Rep.

A Vital Force in Selling Today's Omaha

with more than twice as many listeners as any other station

DON W. BURDEN, President

‘KNOW YOUR SCHOOLS” ALERTS AMERICA TO ITS NUMBER ONE PROBLEM

Last Fall, when Little Rock and Sputnik exploded Education into the headlines as America's greatest problem, the NBC Owned Stations were already at work on their massive KNOW YOUR SCHOOLS Project. Planned with the cooperation of the United States Department of Health, Education and Welfare, this was a community-level examination of our schools, aimed at alerting listeners and viewers to what is going on inside the American classroom.

At the end of the six-week project, the NBC Impact Public Service technique had achieved *800 million audience impressions.* It had also achieved these results:

HARTFORD – WNBC-sponsored Public Service Festival drew 60,000 to education exhibits

Aa Bb Cc
Ee Ff
Ii Jj Kk Ll
Mm Nn Oo
How many w
can you show
2 × 1/2

NEW YORK — WRCA, WRCA-TV saturation spot announcement campaigns led to enthusiastic public support of All Day Neighborhood Schools

WASHINGTON — WRC, WRC-TV interview-series projected the picture for Higher Education in the nation's capital as of the year 1970

CHICAGO — WMAQ, WNBQ special programs inspired formation of Community Action Meetings and Discussion Clinics in local schools

PHILADELPHIA — WRCV, WRCV-TV documentary series warned of coming need for scientists

SAN FRANCISCO — KNBC on-the-air promotion brought a 1500 increase in PTA membership

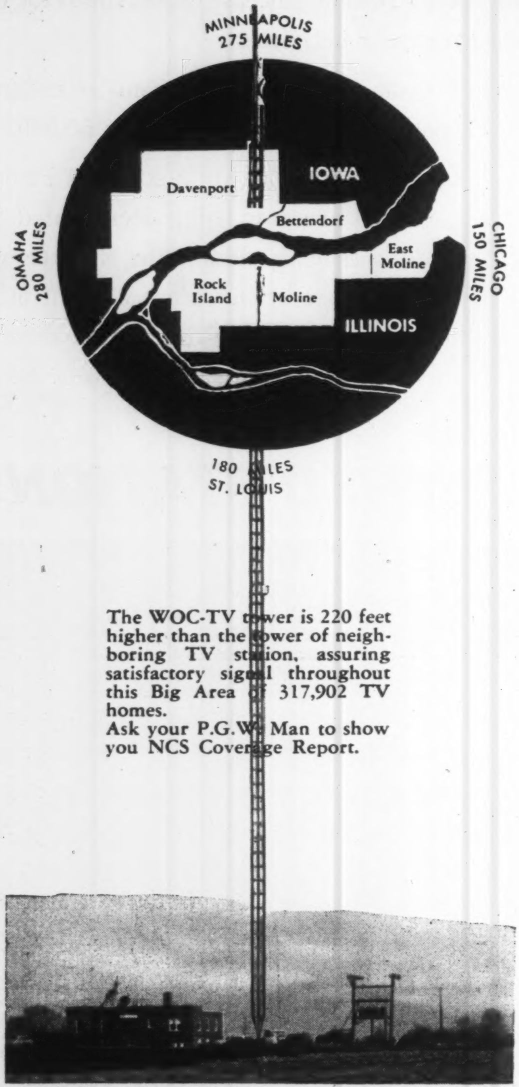
LOS ANGELES — KRCA Benefit Telecast raised funds for important extra-curricular activities

BUFFALO — WBUF promotion boosted parent attendance during Open School Week to record-breaking 55,000.

The techniques used in the KNOW YOUR SCHOOLS Project and the results achieved are now being documented for general use. In making them available, the NBC Owned Stations welcome broadcasters, educators and all other interested individuals and organizations to join them in a *continuing* drive to heighten public awareness of America's Number One Problem — Education.

NBC OWNED STATIONS

NBC
Qq Rr Ss Tt
1 2 3 4 5 6 7 8 9 10
P.S. 135



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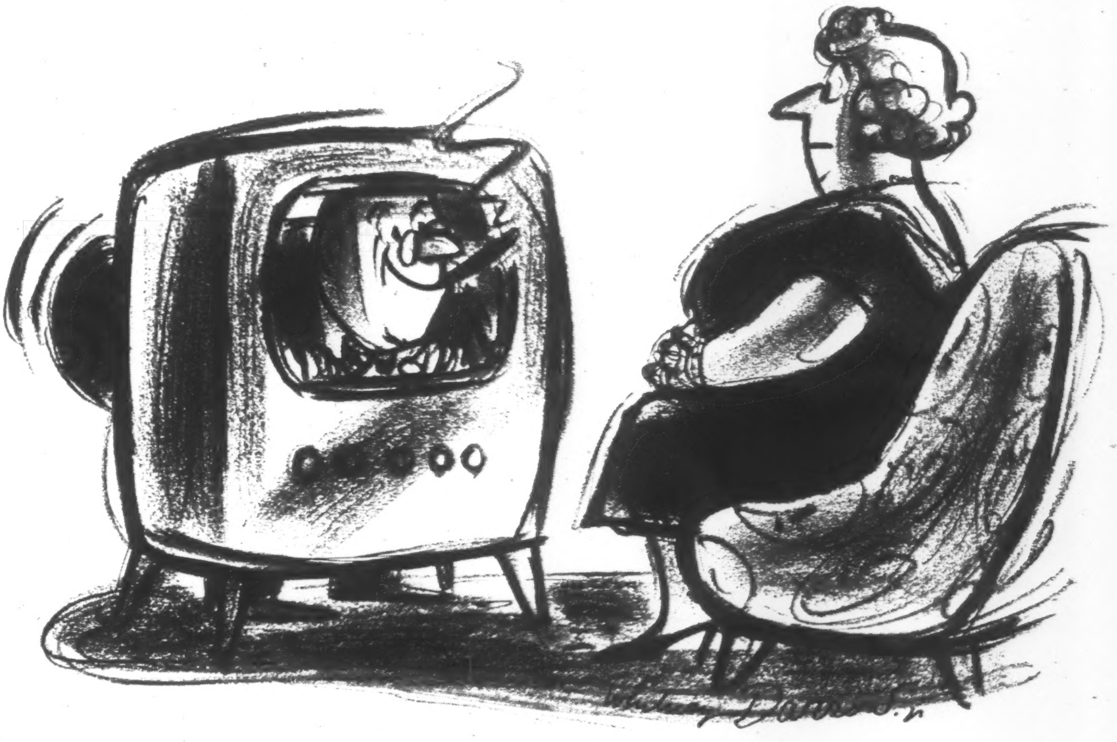

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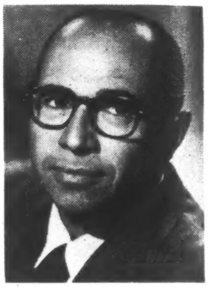
71

OUR RESPECTS

to Jessurun James Oppenheimer



A maladjusted childhood is the best preparation for comedy writing, according to Jess Oppenheimer, head of NBC-TV's newly established creative program unit. This qualifies as expert opinion: his own youth was considerably mixed up by eyes with faulty focus; the Emmy, Michael and Sylvania statuettes behind his desk testify to his rank as a comedy writer.

Born Nov. 11, 1913, in San Francisco, Jessurun James Oppenheimer ("Jessurun was my mother's maiden name and you can see why I shortened it to Jess and why I then had to drop my middle name") went through grammar and high school there in the normal time despite his eye handicap. He even kept up with his class for three years at Stanford, but was glad to trade his senior year for a round-the-world trip.

Back in San Francisco listening to a radio comedy skit, Jess was struck with the feeling that "I could write a better one than that" and a few days later he showed up at KFRC with a skit for *Blue Monday Jamboree*. He made his radio debut as actor-writer that very night. Moreover, he was invited to come back the next week—and the next.

Convinced that he was ready for the big time, Jess announced that he was going to Hollywood, getting his family's consent by promising that if he hadn't earned $500 in six months he'd come back to San Francisco and the fur business. Two days later, sitting in the anteroom of Young & Rubicam's Hollywood office, he heard two executives discussing the shortcomings of a script for the *Packard Hour*, which starred Fred Astaire. Jess left abruptly but returned that afternoon with a new script that won him a job as writer at $125.

"I had to wait two weeks to find out whether it was $125 a week or a month," he recalls, "but it didn't really matter, as either way it added up to more than $500 in six months." (It was weekly pay.)

In the next few years Jess wrote for such top radio shows as the *Jack Benny Program, Chase & Sanborn Hour, Screen Guild Show*, and the Rudy Vallee-John Barrymore Sealtest series. In the Coast Guard (1942-45), he wrote recruitment scripts and performed similar martial chores, meanwhile keeping his hand in commercial radio by writing *Baby Snooks* routines for Fanny Brice. It was during his induction physical that he first learned other people did not see things the way he had and that objects that had been flat with blurry overlapping outlines became clear and three-dimensional when seen through properly fitted glasses. ("But by then," he says, "it was too late to convince my family that my low grades in school were not due to dumbness or laziness.")

After the war, he continued with *Baby Snooks* as producer, director and writer, then moved to CBS to work in the same triple capacity on *My Favorite Husband*, situation comedy series starring Lucille Ball. When this radio show was in its third year on CBS, a video adaptation with the husband role revamped to fit Desi Arnaz was worked out and a pilot film made and sold. In the fall of 1951 *I Love Lucy* started its six-year run as a CBS-TV half-hour Monday evening show that for just as long occupied a top position among tv's top ten.

In April 1956, Mr. Oppenheimer left *Lucy* to join NBC-TV's program department. Last November, after producing the two-hour General Motors 50th anniversary telecast, he assumed his new post in charge of developing new entertainment programs for the network. Currently, he is working on pilots for two new series; both are situation comedies; their working titles are *June* and *Sis*. There'll always be a place in tv for situation comedy, he feels, but with less slapstick and more realism, fewer belly laughs and more chuckles, than in the *Lucy* format.

With his wife, the former Estelle Weiss, whom he married in 1947, and their two children, Joanne, 9, and Gregg, 6, Jess Oppenheimer lives in west Los Angeles. Inventing (he holds patents on a tv dolly and a mirror prompting device, and a new machine for editing film is in the patent-pending stage) takes whatever time is left from his tv duties, and he complains he has no time for golf.

"When I started in tv, my handicap was 7," he said sadly. "Now it's 17." He belongs to Brentwood Country Club ("I use it mainly because the barber shop is open on Sundays and I figure my haircuts cost me $450 last year"), Tamarisk Country Club at Palm Springs, Writers Guild of America and Academy of Television Arts & Sciences.

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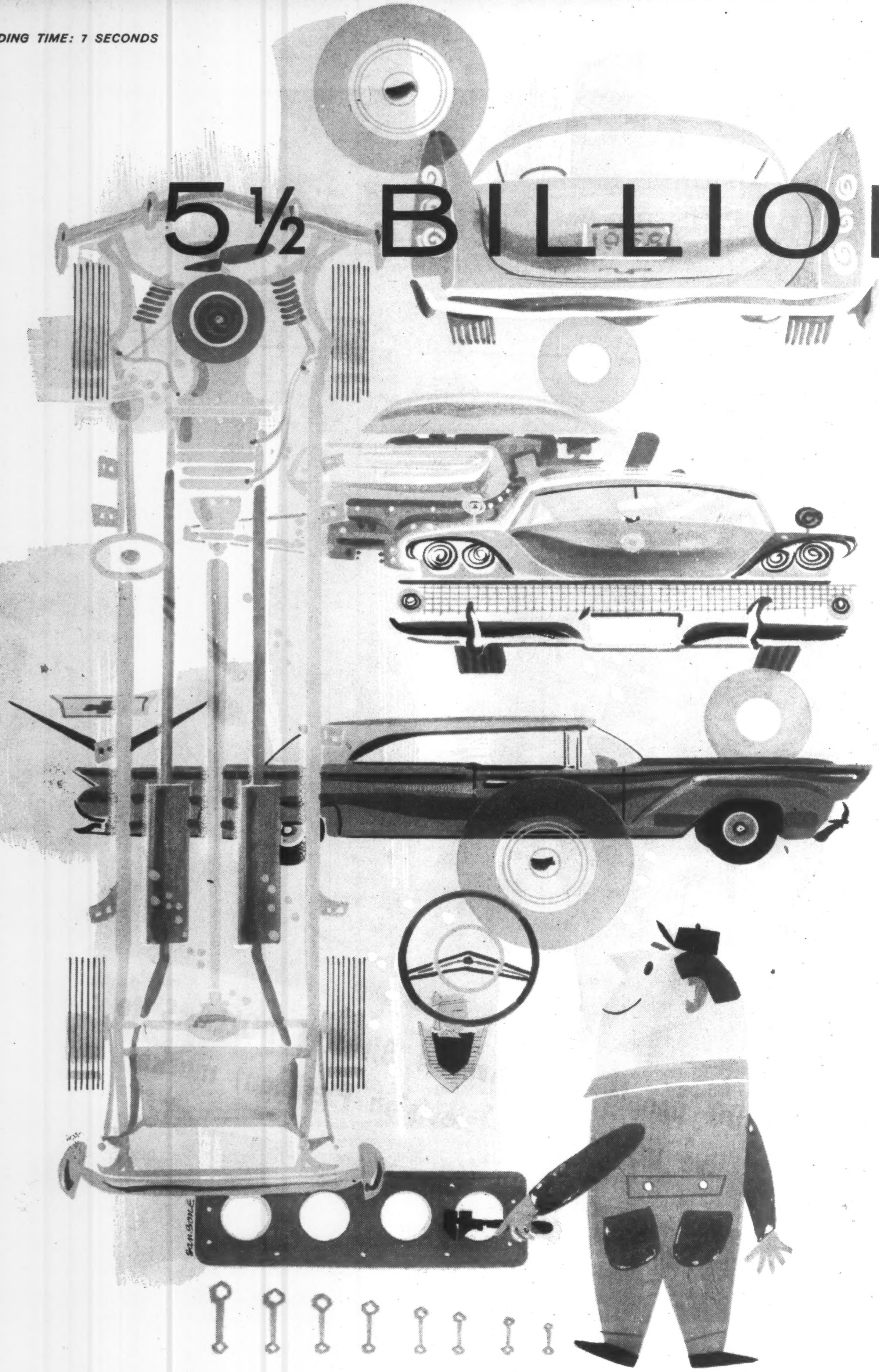

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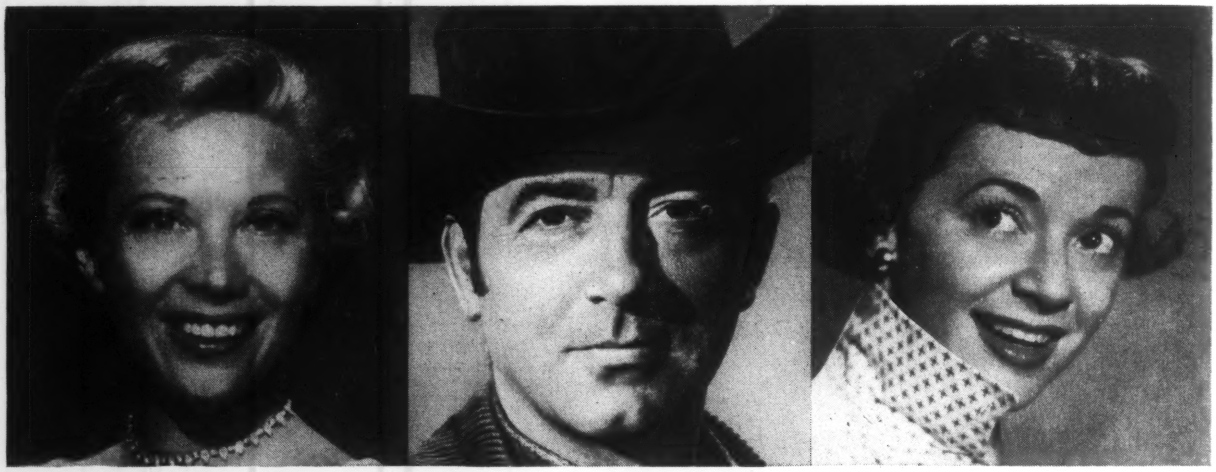

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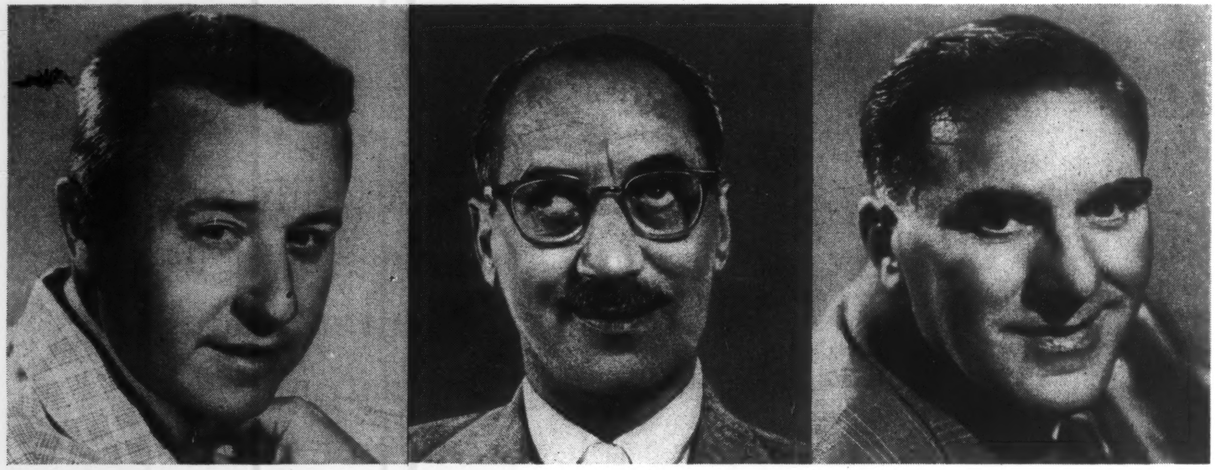

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 3 JANUARY 20, 1958

TOLL TV REACHES MOMENT OF TRUTH

House group opens hearings that will start or stop pay tv tests

Free television forces muster to rouse public to toll dangers

Subscription television moved into a showdown period last week as hearings on the controversial issue got underway on Capitol Hill. The pay tv developments last week:

■ Rep. Emanuel Celler (D-N. Y.) opened four days of toll tv testimony before the House Interstate & Foreign Commerce Committee by bitterly denouncing the pay system and urging prompt action on his bill to outlaw the toll method.

■ The FCC spent the better part of the week under the same committee's fire, explaining its legal basis for authorizing subscription tv tests and also attempting to relieve congressional misgivings about possible boomerangs from the trial operation.

■ Following the FCC before the House committee, attorneys for three subscription tv companies—Zenith, International Telemeter and Skiatron—presented vigorous arguments supporting the validity of the FCC's course in tentatively approving tests of on-the-air toll operation. But one of them, Paul Porter of Telemeter, spoke more emphatically for closed-circuit toll tv which he said would not displace current service in the television frequencies.

■ CBS-TV affiliates, meeting in Washington, were rallied to a crusade to orient the nation's legislators and the public to the lethal aspects of pay tv [page 106].

■ But in Texas the public needed no such briefing. A total of 66,707 viewers raised voices denouncing toll television [page 109].

■ One of pay tv's most ardent disciples, Zenith public relations chieftain Ted Leitzell locked in heated debate with economist Dallas W. Smythe—on free tv [page 109].

Scene of decision in the Congress

The House Commerce Committee last week established itself as the key to the fate of subscription television.

The committee began hearings in an atmosphere of urgency. The FCC has announced it will begin considering applications for experimental toll tv March 1. Implicit in the FCC announcement was the suggestion that Congress had time to move in.

The House hearings began last Tuesday with a powerful opponent of subscription television as the first witness. Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, had come to argue for passage of HR-586, his bill to prohibit the charging of a fee to view telecasts in the home. Unless Congress acts to stop toll television, he said, "We will all be paying for much the same tv fare which now comes to us without cost."

Rep. Celler, noting that as chairman of the House Antitrust Subcommittee, he was also concerned with toll tv, said pay tv would "increase viewers' costs and broadcasters' profits" and "contribute to still greater concentration of industry control in the same hands as at present—those of the networks—and will obscure the need for, and further delay, much-needed industry reforms."

He declared that because pay tv would collect new revenues, it does not follow that it would produce better shows. "Actually, there is no present dearth of programming resources, whether financial, technical or artistic," he said. "Present day television can produce superlative programs, and sometimes does."

Those who look to toll tv for "programs of greater intellectual content or artistic merit" are doomed to disappointment, Rep. Celler maintained, pointing out that under pay-tv, as at present, "the pressure will be to cater to a mass market for maximum profit."

He also reminded that there was no reason to believe there would be total freedom from commercials and that there was nothing to prevent the sale of time. He conceded that at first advertising would be kept off toll tv, but with acceptance of the new technique "it is inevitable that commercials will be introduced for the extra revenues."

Rep. Celler declared pay tv threatens to start a chain reaction which cannot be controlled and which may end by destroying free television. He maintained grave doubts that free and pay tv could co-exist in that stations, programs and talent would be drawn into subscription tv.

As sports events begin to be carried on toll tv, they will cease to be available to free tv, Rep. Celler said. The Brooklyn Democrat further envisioned adverse effects on radio, in that am broadcasts might be stopped to protect the market for pay tv broadcasts.

He called it "nonsense" to speak of pay tv tests as indicators of public preference since programs will be offered if enough viewers are found who are willing to pay, even though this need not be millions of viewers. The great majority could be deprived of their free tv without an opportunity to register a choice, he said.

"Nor is it realistic to think that the proposed experiments can be turned off at will," Rep. Celler warned. "Experimentation in such a dynamic field as television has long demonstrated that the point of no return may lie dangerously close to the threshold

FEE FOE: *Rep. Emanuel Celler (D-N. Y.) chairman of House Judiciary Committee, urged fast action on his bill to outlaw subscription television. He was first witness before House Commerce Committee hearings last week.*

of experiment. If trials are conducted on a base broad enough to produce meaningful results, their success tends to generate vested interests and irresistible interests."

He charged an outstanding example of this was the FCC's 1952 allocations which authorized intermixture of uhf in vhf-saturated areas. "The obvious explanation of the Commission's long failure to provide an effective remedy is that it desired to avoid hurting the profitable established vhf stations with which it was impossible for the uhf stations to compete," he contended.

Rep. Celler said the networks "more than likely" would end up supplying the programming for pay-tv as they do for free tv with the only difference being that programming would be more profitable to present and more expensive to receive.

With the task of "putting television's house in order" still far from complete, it seems "most unwise" to subject the industry to such tests as the toll tv trials, he said.

Rep. Celler also expressed doubts as to the FCC's right to authorize pay tv tests and said that unless Congress intervenes the entire policy issue will be rendered moot.

HARRIS SETS OBJECTIVES

Opening the sessions Tuesday morning, Committee Chairman Oren Harris (D-Ark.) spelled out the purposes of the hearing and reviewed FCC-congressional history concerned with the question of the Commission's legal right to consider toll tv.

"If it is determined that the Commission does have authority under present law to authorize subscription tv operations, then this committee and the Congress must decide whether the law should be modified in the public interest to deny the Commission this authority," he declared.

On the other hand, Rep. Harris said, if it's decided that the FCC does not have any authority or that the authority is uncertain or insufficient, then it must be ascertained whether and how the law should be amended to grant "clear and sufficient" authority to the Commission.

The chairman noted that during conferences in 1952 on the McFarland act a proposal was offered—and rejected—that the term "broadcasting" in the Communications Act be redefined to include subscription broadcasting. He expressed belief that Senate and House conferees were agreed at the time that responsible committees in the Senate and House had not had opportunity to consider toll tv on its own merits; that this question should be left for a later determination by Congress after detailed hearings and mature consideration of public policy issues involved.

Rep. Harris cited the FCC's contention on May 6, 1954: that an interpretation of "broadcasting" had not been definitely spelled out by the FCC or the courts, and that legislative history supported the view that the Commission may consider subscription tv as coming within the term "broadcasting" as defined in the Communications Act. The FCC view was given in its comments on a bill introduced by the late Carl Hinshaw (R-Calif.) which would have ruled pay tv as a common carrier service.

In the FCC's Feb. 10, 1955, notice of proposed rulemaking for subscription tv, Mr. Harris noted, the Commission asked comments on its authority to regulate pay tv operations. He indicated the FCC's uncertainty was reflected last April at the NAB convention in Chicago when then Commission Chairman George C. McConnaughey said that the FCC would have to go to Congress for some definite action that would determine whether or not toll tv is in the common carrier category.

"I assured the Commission [in a letter on April 19, 1957] that our committee stands ready to consider any legislation which would grant to the Commission any additional powers which it might need to deal with subscription television in the public interests," Rep. Harris said.

However, the congressman declared, the FCC issued a notice of further proceedings in the toll tv matter on May 23, 1957, "without giving any basis for its conclusions that it had the statutory authority to authorize the use of television broadcast frequencies for subscription television operations."

Chairman McConnaughey, in a June 18 letter to Rep. Harris, stated its conclusion had been reached after reviewing material submitted to FCC but there was no formal opinion and that the FCC had not prepared and stated its legal conclusions in writing, according to Rep. Harris.

The congressman said he subsequently contacted new Chairman Doerfer "expressing amazement over the admission" that there was neither a formal opinion nor legal conclusions in writing. Rep. Harris said Chairman Doerfer next transmitted, under date of July 3, a "Memorandum of Law" which gave the basis for the FCC conclusion that it had power under the Communications Act to authorize toll tv.

However, Rep. Harris called attention to a notation on the Memorandum—"Adopted: July 3, 1957"—and said that since it antedated the FCC May announcement, it appeared that it was adopted only on behalf of the committee and Congress.

Rep. Harris questioned the FCC stand in an Oct. 17, 1957 document that laid down the ground rules for the toll tv tests [GOVERNMENT, Oct. 21, 1957].

"In the same breath the Commission states that Congress could not have foreseen, when the Communication Act was enacted, all possible developments in the use of the radio spectrum including the use of spectrum for subscription tv operations," Rep. Harris said. "The Commission then turns around and claims that the absence of any specific prohibition in the Act with regard to subscription tv proves conclusively that Congress meant to give the power to the Commission to authorize subscription tv operations."

FCC ON THE STAND

FCC Chairman John C. Doerfer, flanked by the other six members of the FCC, opened the Tuesday afternoon sessions by emphasizing that no commissioner would countenance any tv operation "which would place our free television system in jeopardy."

He maintained that the Oct. 17 report was "to indicate a receptive disposition to authorize a controllable test of subscription television under conditions in which it could enrich—but certainly not destroy—what the present system is able to offer to the public."

The FCC is mindful of dangers that could arise, Chairman Doerfer said, and with that in mind required in its First Report that applicants for test authorizations submit full details of any proposed operation, and set out the limitations and conditions for a trial. Every application will be "intensively" scrutinized to decide whether a grant would be in the public interest, he added.

Alluding to the many arguments for and against pay tv, Chairman Doerfer said the FCC concluded after "long and careful analysis of a voluminous and complex record," that the questions could not be answered reliably without a "suitably limited and controlled" trial demonstration of subscription television in actual operation.

The chairman declared that under the Communications Act, the FCC was made responsible for licensing the use of frequencies "in accordance with the broad statutory criterion of the public interest, convenience and necessity."

He added that under Section 303 (g) of the act, Congress had "instructed the Commission, in the following language to: 'study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest.' "

Chairman Doerfer maintained that the

toll tv tests are "badly needed" to provide the basis for "sound and mature" judgment of the new service. Under the conditions imposed by the FCC it would not subject free tv to the "direful effects which have been imputed to a full-blown subscription television service"; nor would it "inhibit" Congress or the FCC from making subsequent decisions in light of the trial experience, he said.

A three-fold benefit was cited by Chairman Doerfer: the public would have opportunity to assess and accept or reject toll tv; claims of pay tv proponents could be judged, and the FCC would be assisted in finding answers to some questions which cannot satisfactorily be answered by the record before it. He added that a toll tv trial would assist Congress in evaluating public policy involved and in deciding whether, in the light of demonstrated actualities, it would wish to prohibit toll tv or to impose controls not envisaged in present law.

FEE FANS: *W. Theodore Pierson, attorney for Zenith (Phonevision), said controlled tests of toll tv were "only logical" course government could follow. Denial of chance for private business to put its product to public test would be counter to American concept.*

Paul A. Porter, attorney for ***Paramount's*** *International Telemeter, also favored on-air tests but put most emphasis on role closed-circuit toll tv could fill in added service without disruption of free tv. Wired system is needed for tv to reach its full potential, Mr. Porter implied.*

James E. Landis, counsel for Skiatron Electronic & Television Corp., said the fundamental issue of the subscription television dispute was "the inherent right of the American people to choose their own entertainment and pay for it or not as they may choose."

The chairman pointed out that while subscription tv touches questions of public policy, the FCC is also mindful of its duty to conduct its business in accordance with policies laid down by Congress. "However," he added, "Congress has not seen fit to enact legislation directed specifically to this subject."

Comr. Robert T. Bartley, who dissented to the FCC toll tv action, claimed there was not sufficient record on which to base a trial demonstration. "I felt that before any authorization was made . . . the Commission should have held an evidentiary hearing," he said.

He maintained there was a "critical gap" in the record in that pay tv proponents had failed to make a showing in response to Commission request for specific information on how the tests would assist the FCC in evaluating the effects and potential hazards of subscription tv, if it were subsequently authorized on a more general scale.

Comr. Bartley stated that none of the proponents have made a "convincing" showing that the public interest or its need or its advantage compels the authorization at this time—"even of trial demonstrations."

To allow tests now is to buy a "pig in the poke" that could become a "spectrum hog", he charged. "Existing law may well prove inadequate to maintain effective control," the commissioner warned.

The proposed toll service would be "riding piggy back" on a free system to which the public is entitled, and poses the threat of blacking out a portion of the general public for whose benefit this segment of the spectrum "was intended and dedicated," he declared.

Comr. Bartley also called attention to the huge investment of billions of dollars that the public has made in receivers for free tv.

"Since the Commission did not see fit to call for evidentiary hearings, it now appears to me entirely appropriate that this (Rep. Harris') committee do so," he said.

Comr. Bartley also declared: "If subscription tv has the potential of public acceptance prophesied by the proponents, then it would appear to me that the cost of a wire system would be no bar to its success."

Under questioning by Rep. Harris, the FCC commissioners reiterated their beliefs that it was necessary at this time to take action on the toll tv situation; that the proposed procedure was mandatory to get needed information not obtainable by other means.

Comr. Rosel H. Hyde said the FCC might have gathered more information before calling for the tests. Comr. Lee held the Commission had no major problem in tv that could not be resolved by added facilities and underscored the suggestion that pay tv tests should be kept in the uhf band.

Mr. Doerfer, in answer to Mr. Harris, maintained that it had been left up to the FCC to divide and classify the spectrum.

Rep. Joseph P. O'Hara (R-Minn.) through questioning brought out the difficulties that stations encounter in affiliating and said that such "blackouts" do not contribute to free tv. He questioned the semantics of the term "free tv". Someone pays, he said, "It's completely different from a free lunch."

During questions by Rep. Isidore Dollinger (D-N. Y.), Chairman Doerfer gave assurance that an evidentiary hearing would be held at the conclusion of the tests before proceeding further with subscription tv.

The chairman also stressed that findings of the trial would be of assistance to Congress as well as to the FCC in determining future action.

When commissioners returned to the witness stand Wednesday morning, much time was lost through repetition of ground covered the previous day because the commissioners were required to repeat their answers. In several instances, the witnesses called on

CONTINUED on page 105

U. S. STEEL HITS PAY LODE ON TV

Tv commercial draws flock of sales prospects for building stadiums

U. S. Steel Corp., which spends about $9 million a year in advertising ($1.3 million in network television) in return for sales of $4.5 billion, can attest to the fact that its tv advertising is hitting home.

The company reported last week that one of its recent tv network commercials—which itself cost but $5,500 (not considering other costs of the program)—had drawn 500 inquiries from high-calibre potential customers, among them 15 "hot leads" that could result in overall sales of some $10 million. The commercial asked viewers who wanted to build sports stadiums to write in for a booklet.

Placed in CBS-TV's *U. S. Steel Hour* the night of Dec. 18, the commercial featured U. S. Steel "spokesman" George Hicks in conversation with Harry Stuhldreher, quarterback of the immortal "Four Horsemen" of the U. of Notre Dame and now assistant to E. E. Moore, a USS vice president. The film, shot in early December at the Tulane U. stadium in New Orleans to tie in with the then-upcoming Sugar Bowl game, discussed the work of U. S. Steel's American Bridge Div. in building the 81,000-seat arena. During the discussion, Mr. Stuhldreher suggested that those viewers interested in building a stadium, "whatever its size," ought to write for American Bridge's booklet that "tells everything they need to know about planning, placing, constructing and maintaining an efficient, safe, long-lasting and attractive stadium." Mr. Hicks thereupon told viewers how and where to write for the publication.

"Ordinarily," a U. S. Steel executive confessed, "this kind of commercial would elicit a certain amount of 'crackpot mail', say, 'I want to build a stadium in my backyard; please rush a booklet.' But this didn't happen. Instead, we got some 500 replies from schools, colleges, communities and educational associations, each of them containing specific queries."

Of the 500 inquiries U. S. Steel reported last week, 15 constituted "hot leads" for the sales staff of American Bridge Div. These were immediately routed to Pittsburgh for action. One of them, from the town fathers of Abilene, Tex., noted that a $750,000 bond issue already had been floated and that U. S. Steel should send not only the booklet but a salesman to close the deal.

Explains Joe Hevesi, senior staff assistant at U. S. Steel who takes charge of the *U. S. Steel Hour* commercials: "People believe our commercials. We aren't selling them a thing but a name, U. S. Steel, and we cannot afford to make empty claims or meaningless boasts."

The reactions to the stadium commercial are nothing new to U. S. Steel. For example, in 1955, the program—then on ABC-TV—asked viewers to write in if they wanted to build a cement patio, do-it-yourself style. More than 120,000 replies were received within a fortnight.

In a purely anecdotal vein, U. S. Steel officials recalled the correspondence that grew out of the commercial placed on the program's radio predecessor, ABC's *Theatre Guild on the Air*. In 1948, the manufacturer talked about the steel tramway built by American Steel and Wire Div., up Cannon Mt., at Franconia Notch, N. H. The program, rebroadcast by Armed Forces Radio Service, reached a listener in Chile. He had an old railroad on his hands. His question: Would installing a tramway make it profitable to keep the railroad. Mr. Hevesi wasted little time, dispatched the letter to U. S. Steel's export department, which rushed its Latin American representative to see the man in Chile. He now runs a tramway built by U. S. Steel.

Mr. Hevesi is given carte blanche to come

WHY CADILLAC'S COOL TO RADIO-TV

Although most automakers are spending more money in radio and television this season than ever before, many industry observers have wondered what has kept the three top U. S. luxury cars—Cadillac, Imperial and Lincoln—from taking the plunge also. Cadillac hasn't used tv since 1956; Imperial's sole tv use has been on Chrysler Corp.'s billboard on CBS-TV's *Climax!* and Lincoln bowed out of CBS-TV's *Ed Sullivan Show* last year.

A probable answer to the question was put forward last Thursday by Charles F. Adams, vice president and account supervisor on Cadillac Motor Car Div. of General Motors Corp. at MacManus, John & Adams, Bloomfield Hills, Mich. Mr. Adams said that despite Cadillac's $10-million-plus total annual ad budget, it won't—for the present, anyway—spend more than $500,000 in broadcasting because it is too much of a mass medium. Specifically: (a) radio-tv produces too much waste circulation in audiences who can't afford a Cadillac and (b) the detailed Cadillac "story"—emphasizing "feel" rather than mechanical points—cannot be told in the short amount of commercial time available in air media.

To compound the dilemma is the luxury auto industry's newest challenge: competition for the consumer dollar with such new recreational habits as "trips to Nassau" or such home improvement factors as "wall-to-wall carpeting." The American consumer of 1958, he feels, no longer thinks only of a high-priced car to serve his or her needs as a "status symbol" and the important woman's vote is now apt to go toward the house rather than the garage.

Thus, he explained, it becomes all the more important to pinpoint buying audience. Instead of taking a "shotgun approach," Cadillac gears its messages at the moneyed group with annual incomes of $10,000 and up. He admits that tv reaches this audience, but felt that much of the high per-car advertising allocation would be dissipated through sheer volume. (Cadillac last year had sales of approximately $900 million, producing 150,000 cars as against an estimated 45,000 Imperials and 25,000 Lincoln Mark IIs. Its ad budget reportedly is based on the preceding year's sales.)

MR. ADAMS

Cadillac's $425,000 radio spot allocation last fall represented an increase of $9,000 over its radio activity of 1956—and this amount previously had been allocated to Cadillac's limited tv spot drives during new car introduction. (Cadillac had taken the precaution, however, of setting up an emergency reserve fund which hard-pressed dealers could, but did not tap to buy local tv time. "There has been no dealer pressure exerted on us to get Cadillac back into tv," Mr. Adams asserted.)

Asked whether Cadillac might consider a year-round spot announcement campaign on "good music" stations which claim to deliver the "moneyed-group," Mr. Adams said no, because "it's never been satisfactorily proven to us that there is a direct relationship between appreciation of good music and an ability to purchase." However, "we would change our minds if someone would make a definitive study of this claim."

Meanwhile, Ernest A. Jones, MJ&A president, denied reports that his agency is actively or in "any other way" seeking the $23 million Buick account. "Absolutely not true," he said. "We would never resign Cadillac or Pontiac to take on another car." Mr. Jones also commented on the changing marketing pattern in auto sales and noted that the entire ratio structure that in past years has described the low (60% of sales), medium (35%) and high (5%) priced car market "is being drastically shifted around." As such automakers as GM and Ford add premium models to their so-called "low"-priced category, this bracket actually tends to shrink, for "there is very little differ-up with any idea he thinks will do well to sell the company and create good will. Ideas may center on stadiums, cement patios, cyclone fencing or even so abstract an idea as the responsibilities of a giant corporation in maintaining good community relations—the latter a subject of commercial discussion on a show last August. After roughing out his "pitch," Mr. Hevesi goes over the idea with his immediate supervisors, administrative public relations head Charles Hughes and U. S. Steel tv staff supervisor Charles Underhill, a former ABC-TV vice president.

Also called in to work out detailed planning and execution of the idea are the members of the BBDO "team"—account supervisor Carroll Newton, account executive Ira Avery and copywriter John Hines. No trouble is spared in making the institutional commercials effective and "believable." Location shooting is most often preferred by the client, and one week may find the client-agency team in Salt Lake City, the next week in Birmingham.

The sponsor has $52,000 tied up in each of the programs, seen 26 times a year (alternating with Armstrong Cork Co.'s *Armstrong Circle Theatre*). Recently, it called upon Gallup & Robinson, Princeton, N. J., to gauge the penetration of one of its commercials. The commercial, dealing with the new Mackinac Straits bridge in upper Michigan—a five-mile stretch of steel and concrete that is now the world's longest suspension bridge—was aired Nov. 6 last year.

Viewers first saw the traffic bottleneck that existed before the bridge was built and were told that tourism in that area of Michigan was restricted because of the heavy demand placed on the ferry connecting the peninsula with the mainland. Then they saw the bridge and were told of its ability to convey 6,000 cars an hour over a four-lane, four-miles-long superhighway and they learned all about the work put into building a bridge "the skeptics claimed could never be built." Announcer Hicks, describing the important role played by USS' American Steel & Wire and American Bridge divisions, then remarked that the bridge is already a major tourist attraction and invites travel, recreation, industry and commerce not only to the Upper Peninsula but also to the Pacific Northwest, over 2,000 miles distant.

This is what U. S. Steel learned:

Though the "norm" for viewers remembering the commercial is 38%, 55% of the men and 46% of the women watching the commercial remembered it. A total of 95% of the men and 90% of the women could identify the sponsor of the program; 69% of the men and 63% of the women recalled seeing commercials, and of these two figures, 55% and 46% recalled the Mackinac Straits commercial in particular.

The client was especially pleased to learn from G&R's sample that people not only did recall the commercial; they could recite, in considerable detail, the points put across by George Hicks. Furthermore, many viewers took the opportunity to comment on the production, found the commercials "wonderful," "interesting," "fantastic"—to cite just a few of the adjectives used. Respondents noted, "I have never seen films like this. . . . It gives the company a very good reputation" or "I've always felt that this was a great company with the country at heart."

Women viewers, considerably more critical of tv commercials in general than their mates, not only displayed a remarkable remembrance capability but offered such comments as "the things that they advertise in their commercials are actual fact, not the advertiser's fancy," or "they didn't overdo it." Many also commented on the fact that they "never would have heard of the bridge" if it hadn't been for the commercial.

Gallup & Robinson interviews a representative cross section of tv viewers in urban areas, interviews the day after a program has been seen and completes the interview within 24 hours. Viewers are asked what program they watched, who sponsored it, what products were advertised, names of specific products, etc. Only people who can supply "sufficient details about the commercials" are qualified as respondents, and their verbatim testimony is used. After establishing their legitimacy as respondents, viewers are asked: (A) "What reasons did the commercial give for buying the production?" (registration of selling message), (B) "Did the commercial make a strong case for buying the product?" (conviction) and (C) "Did the commercial make people want to do something about it?" (buying urge).

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ence nowadays between an expensive 'low-price' car and a middle-price car." Thus, where once upon a time a car owner would shift gradually from low to luxury priced models by first getting a medium-priced car, he now will make the move to richness direct. "This requires much more concentrated and personalized advertising," noted the MJ&A executive.

Mr. Adams discoursed on the challenge facing his Cadillac account while in New York to plug a posthumous collection of random thoughts on advertising by his late father, MJ&A co-founder James R. Adams. The new book, *Sparks Off My Anvil,* is being published this week by Harper & Bros. and sums up the late Mr. Adams' advertising philosophy gathered during 30 years of turning out Cadillac ad copy—some $250 million worth. The elder Mr. Adams died Nov. 5, 1956, leaving *Sparks* two-thirds finished. Since that time, son Charles, who started writing copy at MJ&A eight years ago, has been rummaging through his father's voluminous notebooks to finish the job. Among the "fragments" contained in the book is this Adams Sr. observation: "Advertising seldom accomplishes its purpose like an atomic bomb. You have to train your sights on segments of the target. You don't pulverize the competition in one blast."

RADIO-TV SPOT SET FOR 'NEW' OLD GOLD

P. Lorillard Co., scoring with Kent filter sales due largely to radio-tv [ADVERTISERS & AGENCIES, Sept. 2, 1957], is about to make an extensive bid for the non-filter market with a brand-new Old Gold brand. It's called the Old Gold "Straight" and Lorillard claims this to be the first low tar and nicotine non-filter brand on the market. To promote it, now that national distribution has been effected, Lorillard will spend some $3 million over a 20-week period just in radio-tv spot, or $750,000 more than the company allocated to Old Gold spot campaigns in all of 1957.

The new package—white and gold with a new format and coming in both "soft" and "fliptop" form—will be viewed first on tv Jan. 24 on the Old Gold-sponsored *Court of Last Resort* on NBC-TV, 8-8:30 p.m. (The advertiser will be dropping this show April 4, and presently is looking at other properties to fill the Friday half-hour slot until expiration of its NBC-TV contract next fall.)

The spot campaign—90% in television—is being prepared and should get under way early in February. It is estimated by Lennen & Newell, the Lorillard agency, that three-fourths of the nation's tv homes will be covered by the spot drive and 94% of all tv homes will be reached by the NBC-TV line-up for *Court of Last Resort*. Radio will be used to supplement the saturation tv push.

Old Gold presently does not use spot. No plans for continuing the drive past the 20-week period have yet been drawn up, with both agency and advertiser waiting for the outcome of the introductory drive.

Lorillard President Lewis Gruber disclosed that the new Old Gold "Straight" was developed for the 22 million "forgotten majority" of smokers who, "unbudged by the filter revolution . . . still prefer to take their tobacco straight." Though filter sales have been soaring the past few years and non-filters declining in sales, Lorillard officials pointed out that it is "an inescapable fact" that of every 100 smokers, 60 don't buy filter brands.

OLD GOLD
Straights

According to Mr. Gruber, testing confirms that the new brand averages 9% less tar and 19% less nicotine in "the mainstream smoke than the 'second best' major non-filter brand." The Old Gold "Straights," which are replacing the former Regulars, contain 7% less tar and 22% less nicotine than the predecessor brand, he said.

CRANE ANSWERS SHARETIME CRITICS

Over ten years, General Foods built up its prime time spot tv package to the point where it represented a yearly expenditure of $7.2 million (52-week schedule in more than 100 markets). When some GF products using the schedule decided to drop out, the investment looked too good for GF to give up—"a clearly outstanding media franchise," says David P. Crane, Benton & Bowles media vice president.

Mr. Crane, with the agency for seven years after five years with BBDO in Minneapolis and a stint with the Hormel Co. as advertising manager, had lots to say about General Foods' plan of sharing its tv spot sponsorship wealth with Bristol Myers, when he addressed the Radio & Television Executives Society's timebuying and selling seminar Tuesday in New York (condensed text below).

The spot share plan—precedent-making and controversial to the tv advertising fraternity—was a white-hot business issue when news of it broke last summer [LEAD STORY, July 29, 1957]. Critics hurled charges of "time brokerage" and warned the arrangement, if pursued by other advertisers, could lead to a prime spot time grab by as few as three agencies. B&B steadfastly denied these charges, and in a q&a session following his talk, Mr. Crane flatly stated that time brokerage implied a "profit" to GF or B&B, and "We are not making any profit, we are not brokering time!"

FIRST, let me describe the General Foods-Bristol Myers "package." It consists of some 700 IDs in 104 markets, an average of 7 IDs per market. General Foods occupies 31 weeks of the package, and Bristol-Myers 21 weeks. It is a 52-week operation. The package ranges from 30 spots per week in Los Angeles to as few as 3 spots per week in the smaller markets.

Now the "why" of the package. Why was such an arrangement necessary? This requires a review of General Foods interest in and use of IDs. In 1953 when an improved instant Maxwell House coffee was marketed, some $600,000 worth of spot television was employed. In its time, and by the then existing costs of spot tv, that was a substantial schedule. It was excitingly successful—not by itself, of course, but in combination with other media. But spot tv did demonstrate the ability to secure enormously high delivered frequency of principal selling points, arouse both consumer and trade interest, and support local marketing activities.

In the following year, 1954, Maxwell House used $1,500,000 worth of spot tv, the largest part in 20-second announcements. That year we discovered the magic of IDs and our ability to translate the brand copy story effectively into IDs. In 1955, we used $3,800,000 worth of IDs and these were used by other General Foods brands (such as regular Maxwell House, Birdseye, Jello) when not used by instant Maxwell House. Instant Maxwell House occupied about 60% of the schedule, other General Foods brands the balance.

The same situation held in 1956 when the total spot tv expenditure amounted to $7,200,000. The package by this time had been improved and refined and was a clearly outstanding media franchise. The total package averaged better than a 24 rating for 52 weeks for the more than 100 markets in which we were represented. A further improvement in the package was made when Benton & Bowles developed an equalization formula which enabled us to precisely define and achieve four-week average frequency levels, market by market.

Since instant Maxwell House was using two and sometimes three network properties which provided maximum reach with long commercials, our interest and objective in the use of spot was to provide intensity of frequency. The equalization formula permitted us to adjust schedules, market by market, to secure the desired frequency.

Also, it appeared that there was, in the particular use of combinations of media, a diminishing rate of return in the extended use of intense frequency. Therefore, the function of spot television was to provide frequency increases during bursts or short concentrations, not 52 weeks of continued schedules.

In the course of preparing plans for instant Maxwell House for the current fiscal year we learned that the other General Foods brands which had shared the spot schedule would not be able to continue to do so since their basic marketing and media strategies were not so oriented. This left the client and ourselves with few alternatives.

We could have cut the total package back to the affordable level for instant Maxwell House—totally undesirable since it meant carrying the whole schedule for 52 weeks either at sharply reduced frequency or in far fewer markets. Or we could have elected to buy on an in-and-out basis, which meant a sacrifice in efficiency and a loss of control over the precise delivered frequency we required market by market.

Now, had we been dealing with a network time and program franchise, we would have been led naturally to seek a co-sponsor. Or if we occupied magazine back covers or other fixed positions, we would have asked the publications, as per custom, to sell off the positions either temporarily or permanently to other advertisers.

It was by no means a difficult transition in thought to seek similar partnership for the spot television franchise. Initially we canvassed other Benton & Bowles advertisers. We found no prospects. Then we sought prospects from among other General Foods agencies. In Bristol-Myers we found

THESE SHARE THE 'SPOTLIGHT'

Ipana
TOOTH PASTE
ban
ban
MAXWELL HOUSE
FLAVOR BUDS
100% PURE COFFEE
INSTANT
MAXWELL HOUSE
COFFEE
GOOD TO THE LAST DROP
BUFFERIN
ACTS twice as fast AS ASPIRIN
DOES NOT UPSET THE STOMACH
BUFFERIN
ANTACID ANALGESIC
BUFFERIN

MERCHANDISING MUSCLE

makes us your strong right arm in the rich Richmond area

- **1** IN-STORE FOOD DISPLAYS
- **2** IN-STORE DRUG DISPLAYS
- **3** IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
- **4** STORE WINDOW DISPLAYS
- **5** BARGAIN BAR PROMOTIONS
- **6** COMMUNITY CLUB AWARDS
- **7** MAILINGS TO RETAILERS
- **8** PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
- **9** REPORTS TO FOOD ADVERTISERS
- **10** PROMOTIONAL SPOTS
- **11** NEWSPAPER ADS

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice-Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

It takes *both* . . . to tell the *whole* ARB story

the
SACRAMENTO
television
audience
AN ARB METROPOLITAN AREA REPORT
AMERICAN
the
STOCKTON
television
audience
AN ARB METROPOLITAN AREA REPORT
UREAU INC

KBET delivers the greatest audience in the Sacramento-Stockton Markets from sign-on to sign-off.*

STATION SHARE OF SETS-IN-USE SUMMARY	KBET-TV (CBS)	Sta. A	Sta. B	Other
SUNDAY THRU SATURDAY				
SIGN-ON TO SIGN-OFF	**40.2**	38.1	15.3	10.0
6:00 PM to 10:00 PM	**36.0**	36.7	17.2	10.1
10:00 PM to Midnight	**54.8**	24.9	13.3	7.8
6:00 PM to Midnight	**40.1**	34.1	16.4	9.6

Sacramento CBS TOTAL AREA SET COUNT: 430,029 CBS Stockton

KBET-TV CHANNEL 10

SACRAMENTO CALIFORNIA
BASIC CBS OUTLET

Call H-R Television, Inc. for Current Avails a prospect, and since General Foods and Bristol-Myers had previously discussed shared advertising franchises, particularly network properties, we were especially delighted in their interest.

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* DECEMBER 1957 ARB, weighted Sacramento, Stockton book. (The only ARB Report subscribed to by all three stations in the market)

First we laid out a general plan with Bristol-Myers and their agencies as to the proposed handling, and then we approached the reps and stations. You will, I think, be interested in how the inter-agency mechanics are handled.

Just as in the case of an agency of record for network or spot schedules for a single advertiser with more than one agency, we agreed to handle the estimating, contracting and billing on the spot schedule on a cost basis to the Bristol-Myers agencies. It is not done at a profit to Benton & Bowles and the agencies concerned have stated that they feel the cost basis which was established is fair to all parties.

MR. CRANE

When we initially approached reps and stations with our proposals for the shared use of the spot schedule, we received what at best could be described as "mixed reactions." But we had some sound reasons for believing that the proposal was in everyone's best interest.

First, the arrangement provided for real flexibility for an advertiser with a substantial investment and interest in local marketing. Flexibility should be a primary attribute of local media, if local media is to be a principal marketing tool. Flexibility has been somewhat limited in spot television and the co-sponsorship principle extended flexibility. Second, we could assure reps and stations of 52 weeks of business rather than in-and-out buying on this large schedule. This will certainly result in more profitable volume for the reps and stations since there is a minimum of trafficking and accounting and 52 weeks uninterrupted scheduling is obviously more profitable.

Third, the stations actually gained in total revenue since General Foods and Bristol-Myers each pay their own rate—not a single rate earned in combination.

These arguments have been seemingly persuasive inasmuch as there is but one station in the 104 markets which has refused the business. As you know, the Station Representatives Assn., through its Tv Trade Practices Committee, approved the principle of the arrangement.

The opposition to the arrangement has based its arguments on several points. First, some said that this was monopolistic practice in that it critically reduced availabilities and, therefore, hindered a free market of tv spot. It's a fact, of course, that any 52-week schedule of any size takes availabilities out of the market—whether it's a single advertiser or a schedule held by General Foods and Bristol-Myers. But even as large a schedule as the one we're talking about represents only 4% of the availabilities between 7:30 p.m. and 10:30 p.m. in the television markets that we are now using.

Let me explain the 4%: If you multiply the ID positions available seven days a week in the hours between 7:30 and 10:30 p.m. and then multiply by the three stations available with network service, our IDs occupy but 4% of the total available. This sounds like something less than monopoly. It sounds like small potatoes, in fact, when compared with many, many other schedules. A competitive product in Philadelphia, that is competitive to coffee, had more than twice our number of spots in November. In Dallas a local bakery had 73 spots per week against our 8 in November. In Los Angeles where the package has the greatest number of spots, a toothpaste which shall remain nameless had 175 spots per week against our 30. You wonder where the monopoly went.

No, I don't think that it could be said that we have reduced availabilities seriously. And it is interesting that the reps tell us that they are by no means sold out on ID availabilities in prime time. Monopoly is a feeble word when supply exceeds demand.

Other critics of the plan said we were creating undesirable precedents. I don't believe we created any precedent. I do think we followed some well established precedents. There are ample precedents on every hand in other media fields for co-sponsorship, and there are precedents within spot tv, as a matter of fact. Both announcements and local programs have been sold on an alternating week basis. Certainly magazines and network broadcasting have set a pattern and precedent for shared positioning.

Spot television, and particularly the use of considerable intensity super-imposed upon other media coverage, is an excitingly effective marketing weapon. It offers tremendous opportunity for fitting local marketing plans on a tailor-made basis. But it must be kept flexible. Television itself is too young a medium to fall prey to those who prefer the rigidity and safety of status quo to the needs for flexibility. Spot television can prosper to the degree that it makes itself attractive, more attractive than other media forms. The increasing cost of local television makes it imperative that flexibility be offered in many forms.

The General Foods-Bristol-Myers arrangement is just one example of flexibility at work . . . and profitably for both advertiser and broadcasters.

Bates 1957 Billings Up 35% to $100 Million

Ted Bates & Co., New York, increased its billing 35% in 1957 over 1956 with more than $100 million recorded last year, it was announced last week by William H. Kearns, president.

The increase of $25 million-plus in 1957 came from clients who were with the firm at the start of the year. No new clients were added during the year.

"This is the way we like to see our business grow," said Mr. Kearns. "It means that, by and large, our clients' brands are growing at a healthy, vigorous rate and advertising budgets are being increased accordingly. As long as this growth continues it is not necessary for us to engage in wild scrambles for new accounts which tend to dilute the attention and service given to our present clients. We get far more satisfaction from seeing our clients' sales respond to our advertising than from the occasional landing of a new account."

Ted Bates was originally founded in 1940 with its first year billing mounting to approximately $5 million. Mr. Kearns pointed out that Bates has never lost a client to another agency in its 17-year history. "We reached our present size by electing to become specialists in handling consumer package goods where the advertising must be extremely effective if the business is to survive. We have 750 employes servicing just 13 clients. Thus, on an average, each of our clients has 60 Bates employes working on his account. The average of other agencies in the top ten is only 25 employes per client."

Ballantine, Reynolds Buy 140 Yankee Games

Two advertisers are putting up what is estimated at nearly $1.5 million to telecast nearly all the New York Yankees' baseball schedule this year.

The same advertisers—regional P. Ballantine & Sons, Newark, N. J., and national R. J. Reynolds Tobacco Co. of Winston-Salem (for Camel and Winston cigarettes) —which paid about $800,000 for 89 games last year (77 at home and 12 away) have upped the ante for an expanded slate of 140 games (77 home and 63 road).

The Yankee tv package will be telecast for the seventh straight season on WPIX (TV) New York. The unprecedented telecast schedule—so labelled by the Yankee club and by P. Ballantine—represents more than 400 hours of tv coverage for fans in the New York area.

According to the advertiser, the increased coverage was prompted by the "monopoly" big league position the Yankees will enjoy in metropolitan New York—the New York Giants and Brooklyn Dodgers have departed for San Francisco and Los Angeles, respectively. Expected: higher ratings which can zoom upward even farther should the club get into a tight American League race this season.

The agency for both advertisers is William Esty Co., New York.

The new away-from-home coverage means that these games will be seen in New York: 15 games on 12 Sundays and 11 on Saturdays plus 24 night games as well as the April 15 season opener with the Red Sox at Boston and the July 4 double header in Washington with the Senators. Combined with home contests, New York fans will be able to watch a televised Yankee game every Saturday and Sunday and on 44 nights throughout the season.

The major exception in the schedule of games to be telecast are the night games in Kansas City which do not start until 10 p.m. New York Daylight Time—judged too late by the advertisers for fans to participate in baseball viewing.

It was learned that P. Ballantine had been roughing out its advertising budget for 1958 as early as October. A month later, when it was known that the National Leaguers would move to California, a revision was under way with the increased budgeting for the increased Yankee coverage made up by an additional advertising expenditure plus some money taken from other appropriations.

Noted Leonard P. Faupel, advertising manager for the brewer: "We spent many hours discussing and reappraising our advertising budgets before this expanded tv schedule could be arranged."

Leo Burnett Expands Activities In Tv Commercials, Adds to Staff

Leo Burnett Co. turned up the volume of its tv commercials last week—in terms of department expansion and personnel appointments.

The Chicago-based agency announced the election of Don Tennant and Jack Hirschboeck, tv copy supervisors, as vice presidents, along with the addition of two former Hollywood film production executives to its staff. Expansion of its overall tv commercials department prompted the personnel appointments.

Robert Wickersham, formerly head of Tv Spots Inc., Hollywood, and Chadwick Inc., N. Y., has been added to Burnett's Chicago staff as copy supervisor and also will work on animation. He has been a writer-producer of commercials for the past 10 years.

Chet Glassley, formerly president of Five-Star Productions, joins the agency's Hollywood office on the staff of Gordon Minter, vice president in charge of film production.

In announcing these developments, Leo Burnett reported that it turned out some 3,200 tv commercials and billed about $40 million in television during 1957. The agency maintains production facilities in Chicago, New York and Hollywood.

TELEVISION DOWN ON THE FARM

- Cyanamid division to start 62-market farm newsreel
- Animated commercials to promote animal antibiotics

A national advertiser which has never before used broadcasting is placing an estimated $150,000-$160,000 in time and production for a 15-minute farm news television program initially to run 13 weeks starting Feb. 14.

The advertiser is the Farm and Home Div. of the mammoth American Cyanamid Co., New York, rated recently as the seventh largest chemical company in the U. S. Assuming that the new 15-minute newsreel show is renewed in the current 62 markets, the total expenditure could reach $600,000-$640,000 for 52 weeks.

The program is described by American Cyanamid's division and its agency, Cunningham & Walsh, New York, as "the first nationally syndicated television newsreel designed for a farm audience."

The series is entitled *Cyanamid Farm Newsreel.* It is a 15-minute weekly program made up of film. Major source of film is INS-Telenews, the tv division of Hearst Metrotone News Inc. Commercials will be contained in one 20-second and two 1-minute spots. Corporate mention of Cyanamid will be made in the program's opening billboard and closing signoff. An original music score for each of the 15 commercials—all animated—is being recorded at Hankinson Studios, New York.

The 62 stations selected cover a major part of the market area for Cyanamid's Aureomycin, an antibiotic which has uses on the farm as a feed supplement to promote growth and health in animals and as a medicant to prevent and control diseases in livestock and poultry.

The advertiser also markets a new type weed killer called Amino Triazole.

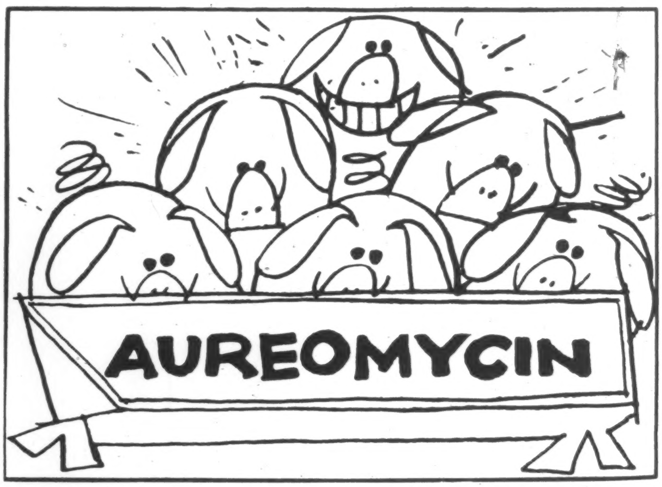
Earlier this month, Charles Pfizer & Co. (agricultural chemical products), Brooklyn, N. Y., signed a 26-week contract for 902 spot participations on *Cross Country*, a weekly half-hour film series scheduled to start on 40 tv stations in 15 states next Monday [ADVERTISERS & AGENCIES, Jan. 6]. That purchase was handled by Leo Burnett Co., Chicago.

The Pfizer program is being produced by Cross Country Network Inc., a wholly-owned subsidiary of Fred Niles Productions Inc., a Chicago and Hollywood film firm.

This program differs from the series prepared for Cyanamid. It was pointed out that *Cross Country* includes filmed reports, interviews and features, with the local station radio-tv farm directors called upon to supply live on-the-spot news, weather and market reports.

The pilot Cyanamid film contains spot news coverage of a livestock show; an Agriculture Dept. news report on livestock; news flashes from diverse locales such as Iowa, South America and St. Louis; a feature showing President Eisenhower meet-

PRESENTATION of story treatment of farm newsreel to be sponsored by Farm and Home Div. of American Cyanamid is made by Tom DeHuff, tv account executive at Cunningham & Walsh (r). Mr. DeHuff is originator and producer of program. Others in picture (from left) are Edward H. Smythe, manager of merchandising, Burton Bowman, director of marketing, and Stephen B. Bromley, advertising manager, all of Cyanamid Farm and Home Div., and Henry C. Pendzick, account executive, Cunningham & Walsh.



ANIMATION was chosen for commercials for several reasons: to develop distinctive look for Cyanamid advertising, to gain quicker viewer recognition than live photography could gain and to avoid for non-farm audience incomprehensible or distasteful reaction which live photography of animal diseases and cures might provoke. As in this frame, from rough storyboard commercials, which will promote Aureomycin, an antibiotic, and also soluable animal products, mastitis treatment (using syringes), Rovac and Duova swine vaccinations and Amino Triazole, a weed killer.

Bartell Group Family Radio Produces

KCBQ 1170 in SAN DIEGO GRAND SLAM

All day . . . every day and Sundays . . . every rated quarter-hour gives KCBQ the biggest San Diego audience by a grand slam (Pulse, Oct.-Nov.) Another endorsement for the **Bartell Group trump card — FAMILY RADIO.**

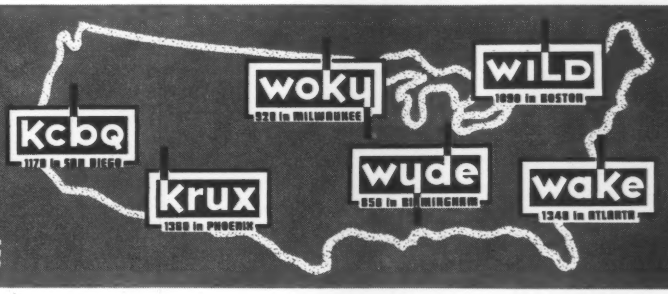
Bartell Group programing in six major markets demonstrates how a general audience can be kept intact *and growing* by a continuous program service of broad acceptance. No audience fragmentation by willful slanting to special groups.

Result: Advertisers always reach buyers.

Double and redouble the power of your campaign in Bartell markets . . .

Bartell It... and Sell It!

THE
BARTELL
GROUP
RADIO FOR FAMILY LIFE


KCBQ 1170 in SAN DIEGO
WOKY 920 in MILWAUKEE
WILD 1090 in BOSTON
KRUX 1360 in PHOENIX
WYDE 850 in BIRMINGHAM
WAKE 1340 in ATLANTA

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

ing with national winners of 4-H clubs and a three-minute feature in which the advertiser salutes the "farmer of the week."

Most "farm newsreel" shows will be seen on Friday, Saturday or Sunday in time periods falling generally between noon and 1 p.m., or between 6 and 7 p.m.

Stations are in the following states: Arkansas, California, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, New York (upstate), North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington state, and Wisconsin.

Edsel Unites With L-M; No Agency Change Seen

The ailing Edsel was merged with Ford Motor Co.'s Lincoln-Mercury Division last week to create the Mercury-Edsel-Lincoln division which now will handle all Ford medium-priced, luxury and imported auto lines.

According to Foote, Cone & Belding, agency for Edsel, and Kenyon & Eckhardt, agency for Mercury, there was no known move to change the agency servicing. This report was substantiated also by Ford officials who said "at this time no changes are anticipated in the agency setup. Both Lincoln-Mercury and Edsel have been in the broadcast media.

Auto industry insiders observed last week that the Edsel sales lag does not reflect upon the division's advertising. What actually occurred, according to these sources, was that Edsel competed with its sister Ford Motor Co. model, Mercury. The Mercury in the 1956-57 model year enjoyed a 12% slice of medium-priced car sales, but when Edsel was introduced the share dropped considerably.

In the new alignment at Dearborn, Mich., James J. Nance was appointed vice president and general manager of the new division. He formerly was vice president and general manager of the Lincoln-Mercury Division. Richard E. Krafoe, vice president and general manager of the former Edsel division, was assigned to the staff of R. S. McNamara, who is group vice president for the car and truck divisions.

Henry Ford II, president of Ford Motor Co., paid particular attention to the advertising structure, commenting: "Each car line will be merchandised and advertised individually. The dealer franchise for each car line also will continue to be handled on an individual basis, as in the past." Also added to the newly created division is the English Ford.

The Ford Company, meanwhile, released figures showing Edsel sales with an 18.6% increase during the first 10 days of January. According to J. C. (Larry) Doyle, general sales and marketing manager for Edsel, the early introduction in September of the new Edsel meant its dealers sold against "reduced cleanup-period prices of competitors . . . and this competition continues to be heavy in certain markets."

Ford invested $250 million in the Edsel line. But in the four months that the Edsel has been on the market, about 55,000 were produced with an estimated half sold.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

TEATIME • Tetley Tea Co., through Ogilvy, Benson, & Mather, N. Y., Jan. 13 launched second phase of extensive radio drive running from 11-16 weeks. Tea bag push will be in top 40 markets. OB&M on Jan. 6 began invading 50 markets with 10-16 week flights.

HOT CHOCOLATE PUSH • American Dairy Assn. and Chocolate Milk Foundation are joining with Kraft Foods Div. of National Dairy Corp. in two-month promotion of hot chocolate milk as wintertime refreshment. Campaign includes network television properties and daytime radio commercials as well as participation by local dairies. American Dairy, through its agency, Campbell-Mithun Inc., has scheduled 3,740 daytime radio announcements (30 and 60 seconds) on 187 NBC stations starting Feb. 9, plus 90-second commercial on its *Perry Como Show* over NBC-TV Feb. 15. Kraft will take part on *Kraft Television Theatre* Jan. 15 and Jan. 29, on *Modern Romances* Jan. 16 and Feb. 20 and on *Tic Tac Dough* Jan. 23 and Feb. 6, plus advertisements in national magazines, promoting hot chocolate and marshmallows. Agency for Kraft: Foote, Cone & Belding, N. Y.

TONIC TIME • Pierce's Proprietaries Inc. (Dr. Pierce's Golden Medical Discovery), Buffalo, N. Y., last Wednesday launched new campaign on 140 radio stations in 130 markets on behalf of the stomach tonic. Television is being tested along with radio push in several unspecified markets. Agency: Emil Mogul Co., N. Y.

MORNING MAKEUP • Roma Lind Inc., Los Angeles, has bought 13 weeks of twice-weekly participations in *Ladies Fair* (Mon.-Fri., 8-9 a.m.) on CTPN, for its new line of cosmetics. Sales Advertising, Gardena, Calif., is agency.

NEWS BREAK • The Nestle Co. (Decaf instant coffee), White Plains, N. Y., using broadcast media to introduce change in product's label—cartouche edged in gold enclosing the name and seemingly rising from a cup of coffee. Red and white also appear on label. Tv and radio will be used in introductory campaign, using commercials on NBC-TV's news program featuring Chet Huntley and David Brinkley, and tv spots in selected markets, as well as saturation wave of announcements on NBC Radio's *Monitor* and CBS Radio's "Impact." Dancer-Fitzgerald-Sample, N. Y., is agency. Buy on *NBC News* (Mon.-Fri. 6:45-7 p.m.) is for alternate Thursdays starting immediately. American Home Products Corp., through Ted Bates Co. (both N. Y.), will be alternate *News* sponsor. Both *News* buys run through early April.

FEBRUARY RENEWALS • Noxzema Chemical Co., Baltimore, for its shaving creams renewing for another six weeks spot lineup in 27 New York-New England radio markets. In addition to Yankee Network, Noxzema is buying supporting stations in Boston, Providence, Hartford and will also purchase time in New Haven and New York. Renewal is effective Feb. 6. MacManus, John & Adams, N. Y., is agency.

MORE ON THE NOSE • Mail Pouch Tobacco Co., Wheeling, W. Va., for 1958 Kentucky Derby "Win a Horse" contest, buying 25 participations on NBC Radio week of March 10 and will supplement with 50 spots placed in each of 30 top radio markets. Latter schedule is now being bought. Charles W. Hoyt Co., N. Y., is agency.

TAKE FOUR • Bristol-Myers Co., N. Y., has picked up participation in four network programs—three on ABC-TV and one on CBS-TV through its agency, Young & Rubicam, N. Y. Three purchases on ABC-TV for Bufferin are on following shows: *West Point* (Tues., 10-10:30 p.m.), *Scotland Yard* (Sun., 10-10:30 p.m.) and *John Daly and the News* (Mon.-Fri., 7:15-7:30 p.m.). For Bufferin and Vitalis, Bristol-Myers purchased 8-8:30 p.m. segment of *Perry Mason* (Sat., 7:30-8:30 p.m.) on CBS-TV. Participations became effective Jan. 4 and 5, respectively.

TRIPLE PLAY • Carter Products Inc. (Arrid cream deodorant), N. Y., signed as participating sponsor of ABC-TV's *American Bandstand* (Mon.-Fri., 3-3:30 p.m., 4-5 p.m.) effective last Thursday. Cracker Jack Co., and Joe Lowe Corp. (Popsicles), N. Y., have signed as participating sponsors on that network's *The Lone Ranger* (Sun., 5:30-6 p.m.). Cracker Jack starts Mar. 2, Lowe May 25. Agencies are Sullivan, Stauffer, Colwell & Bayles, N. Y., for Carter; Leo Burnett Co., Chicago, for Cracker Jack, and Paris & Peart, N. Y., for Joe Lowe.

MAY BUY • Dictaphone Corp., N. Y., considering television spot schedule in limited number of major cities. If approved, it will start early in February. Young & Rubicam, N. Y., is agency.

FIRST FOR THIRTY • Bymart-Tintair Inc. (hair colorings), N. Y., has become first advertiser to purchase half-hour portion of NBC-TV's Jack Paar *(Tonight)* program. Effective immediately, B-T has picked up 30-minute portion on alternate Wednesdays to cover 49 markets. Heretofore, B-T used *Tonight* for participations. Network purchase supplements saturation tv spot campaign in 17 major cities. Product Services, N. Y., is agency.

RUFF & REDDY • General Foods Corp. signed as alternate-week sponsor for NBC-TV's new Saturday morning cartoon series *The Ruff and Reddy Show* (10:30-11 a.m.) for 52 weeks effective immediately. Agency: Benton & Bowles, N. Y.

BAKED GOODS • S. B. Thomas Inc. (bakery), Long Island City, N. Y., buying newscasts on two Miami radio stations, one Tampa tv station, effective tomorrow (Tuesday) for 13 weeks. In New York, Thomas is using WNEW, effective Jan. 13. Agency: MacManus, John & Adams, N. Y.

From the latest

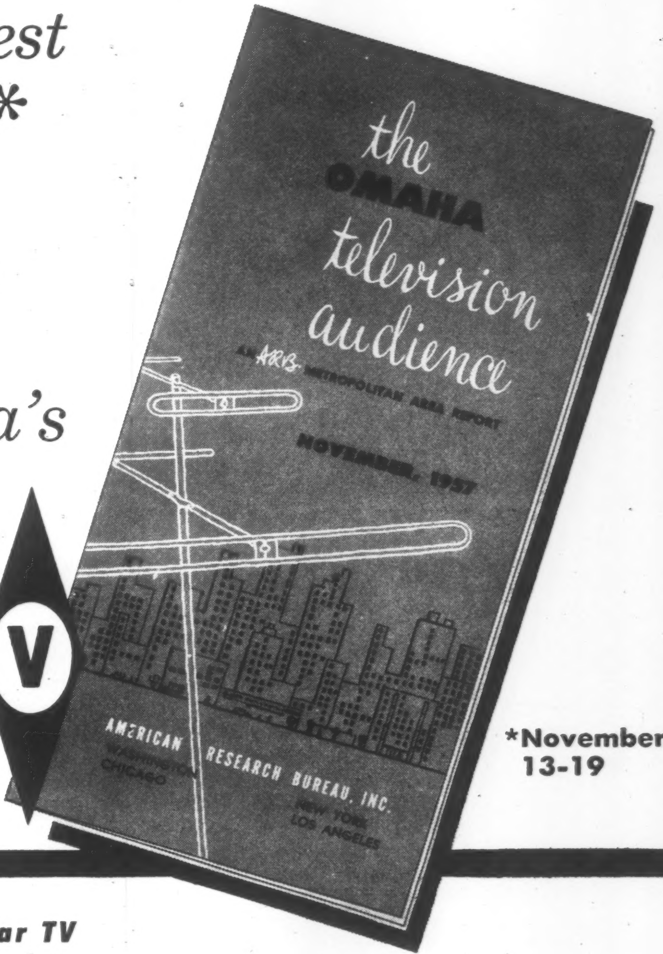
ARB*

come these

FACTS

about Omaha's

KMTV



the OMAHA television audience

AN ARB METROPOLITAN AREA REPORT

NOVEMBER, 1957

AMERICAN RESEARCH BUREAU, INC.

WASHINGTON
CHICAGO
NEW YORK
LOS ANGELES

***November 13-19**

KMTV is Omaha's most popular TV Station! More sets were tuned to KMTV during the survey week than to any other Omaha station.

KMTV dominates Night-time Viewing! In the peak viewing hours of *6:00-10:00 p.m.*, KMTV leads in quarter hours *throughout the week!* The figures: KMTV, 49; Station B, 32; Station C, 30.

KMTV has the Top Shows KMTV has more of the top shows than any other Omaha station. Five of the Top 10 Multi-weekly and four of the Top 10 Weekly shows are on KMTV.

Get all the KMTV facts from any Petry man.

KMTV SERVES MORE TV HOMES THAN ANY OTHER STATION IN NEBRASKA, IOWA AND KANSAS!

KMTV 3 OMAHA

BASIC NBC-TV
MAXIMUM POWER

BASIC NBC
MAXIMUM POWER

Affiliated with NBC Radio in Omaha **KFAB**

Represented by Edw. Petry & Co., Inc.

MR. GOODMAN AS HUNTER, COWBOY, INDIAN AND SHEIK . . .

RALSTON'S TRIBUTE TO A TV TOUR

Television in general and a friendly, good-humored commercial approach in particular are credited with the dominant role in boosting the 1957 sales of the Ralston Div. (cereals) of the Ralston Purina Co., St. Louis, to 22% over those of 1956.

The tribute to television was enunciated by W. P. Hays, advertising manager of the Ralston Div., who was in New York last week on a business trip. He noted that the 22% increase was achieved by Ralston despite only a 5% increase for the cereal industry generally.

The upbeat by Ralston, according to Mr. Hays, began about 3½ years ago when the division selected Guild, Bascom & Bonfigli, San Francisco, as its agency. GB&B, an extremely air-minded company, revamped the copy approach, reduced Ralston's allocation for its cereal products in newspapers, magazines, newspaper supplements and premiums, and assigned 80% of the budget to tv (approximately $2 million).

Ralston allocates the $2 million to sponsor the *Bold Journey* travel adventure series on ABC-TV (Mon. 8:30-9 p.m.) to reach the entire family audience for its cereal line, including Rice Chex, Wheat Chex, Ry-Krisp, instant Ralston and regular Ralston. The company and GB&B decided at the time the show went on the air 18 months ago that the commercial approach should be directed to the family as a whole and devised a format that stresses friendliness, humor, believability and originality.

And that brings up Lee Goodman.

Mr. Goodman, a former night club entertainer and comic, wins plaudits from Ralston for translating the company's approach into reality. Over the past 18 months, Mr. Goodman has been the company's "salesman" on tv and in this capacity, has demonstrated his virtuosity in acting. One week he sells the cereal products as a big-game hunter, the next week as a gentleman safecracker and after that as King Henry VIII. In all, Mr. Goodman has assumed more than 40 different roles.

Mr. Hays pointed out the company decided to produce many different filmed commercials on the theory that viewers tire of watching the same film. From time to time, he added, the commercials are re-run after a sufficient lapse of time.

The "off-beat" quality of the commercials can be adduced by the following excerpt, presenting Mr. Goodman as a spaceman: "Greetings from the moon. I'm Commander Goodman of the Ry-Krisp Rocket, and I've discovered the moon is made of cheddar cheese. Y'see, you can always discover the real flavor of any cheese by putting it next to the whole-grain rye flavor of Ry-Krisp—the smorgasbord cracker in the checkerboard package."

An index of the commercials' popularity, according to Mr. Hays, is the steady stream of complimentary letters received by ABC-TV and Ralston. Although he had no figures available on the number of letters sent each week by the audience, he said it was "very substantial" and pointed out that about 40% of the letters commenting on *Bold Journey* also make reference to the high quality and friendliness of the commercials.

The commercial films are produced for GB&B by Signal Productions, Hollywood. Ernest J. (Buzz) Hodges, GB&B vice president, is account supervisor for Ralston cereals and Bud Arnold, vice president of the agency and copy supervisor, writes copy for the commercials.

Mr. Hays reported that although tv has been the predominant medium used for Ralston cereals the past 3½ years and still is, the division re-examined its policy toward radio last fall. As a result, it assigned about $300,000 for network radio, which means placement of more than 90% of Ralston's annual budget for its cereal products in the broadcast field.

The division uses participations on CBS Radio daytime shows to promote instant Ralston and regular Ralston only, Mr. Hays said, and explained the division's media strategy this way: "Instant Ralston and regular Ralston are hot cereals and we feel the housewife and mother picks these products for the family, so we use radio at a time the lady of the house is listening. The division uses *Bold Journey* on television to reach the entire family because we have found that each member of the family has a say in picking the cold cereals."

Krugman Sees $250,000 Increase In '58 Co-op Ad Expenditures

An increase of $250,000 in co-op advertising spending—with perhaps 15% of it in the broadcast media—was predicted for 1958 Friday by Lester Krugman, former marketing vice president of Emerson Radio & Phonograph Co., now an advertising consultant. Mr. Krugman publishes *Cooperative Advertising*, a monthly newsletter devoted to co-op advertising activities. He spoke at the winter convention of South Carolina Radio & Tv Broadcasters Assn. Charles A. Batson, WIS-TV Columbia, presided as association president.

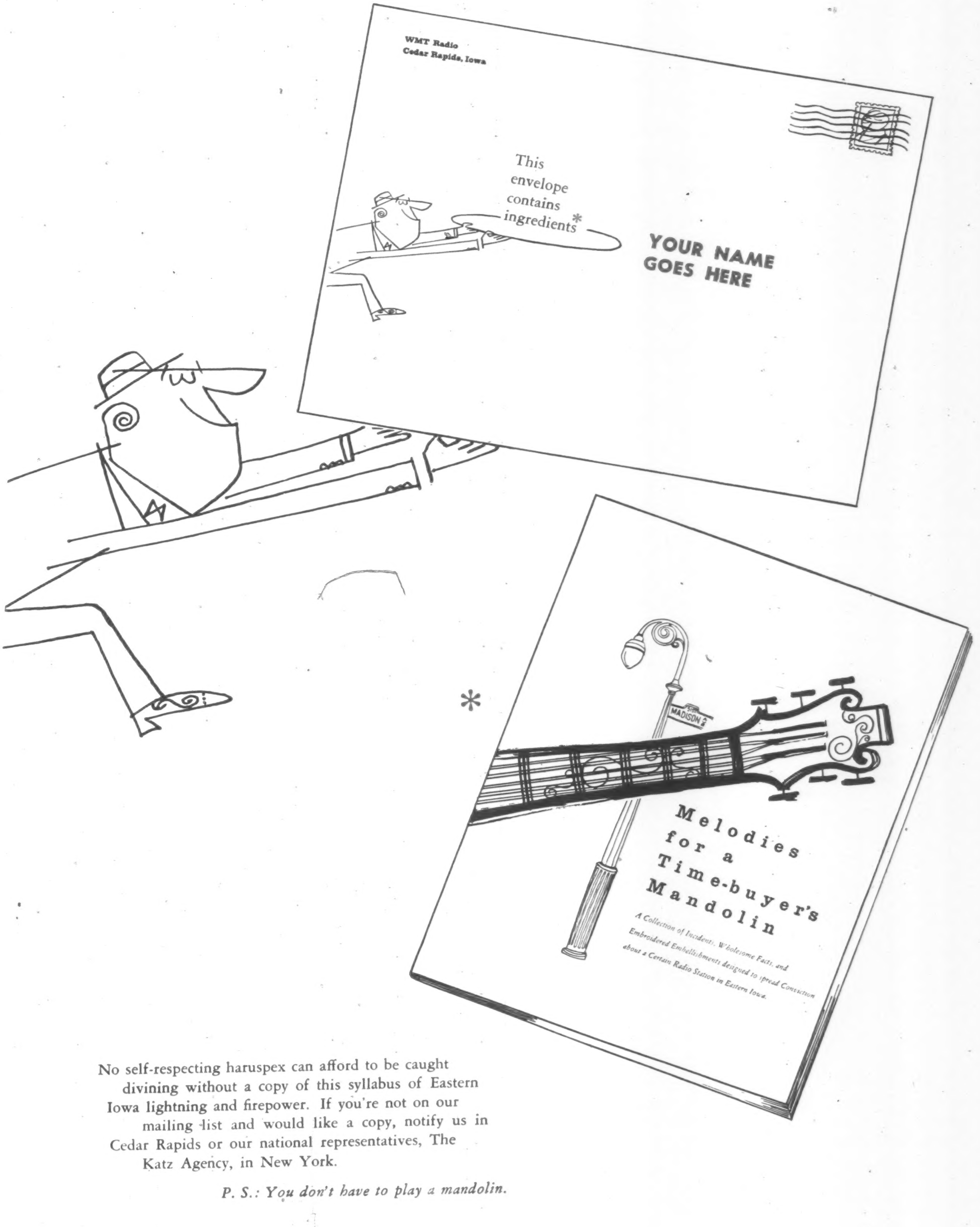
Mr. Krugman noted that roughly $2 billion was spent in co-op advertising last year, and predicts that this year will see the figure climb to $2.25 billion and that "advertising agencies will make a greater effort than ever before to bolster income by handling the co-op advertising programs for clients." His estimates are based on "a number of surveys," Mr. Krugman said.

His explanation as to why agencies will get more deeply involved with co-op: agencies need to maintain profit levels. "Recent years have seen clients demanding more services from agencies than ever before . . . this change is reflected in the demand for 'marketing' services rather than 'advertising' services." As the agencies strive to satisfy client demands, costs rise and profits fall, thus—reasons Mr. Krugman—they will seek new sources for volume and profits to maintain their profit position.

Tv for Stripe Still in Testing

How about tv for Stripe? Answer: receiving close study. J. Walter Thompson Co. and Lever Bros., both New York, are continuing an "evaluation" and "consideration" of television advertising for the Pepsodent Div.'s new Stripe toothpaste with Hexachlorophene (claimed as a bacteria killer). The toothpaste actually is striped pink and white and has a spearmint flavor.

While tv for Stripe still is being tested in two unnamed cities [BUSINESS BRIEFLY, Dec. 30, 1957], Lever and JWT last week moved the product's distribution and heavy supporting advertising into metropolitan New York, parts of Illinois (including Chicago) and Wisconsin. The current allocation, however, is all in print media.


WMT Radio
Cedar Rapids, Iowa
This envelope contains ingredients*
YOUR NAME GOES HERE
*
MADISON
Melodies for a Time-buyer's Mandolin
A Collection of Incidents, Wholesome Facts, and Embroidered Embellishments designed to spread Conviction about a Certain Radio Station in Eastern Iowa.

No self-respecting haruspex can afford to be caught divining without a copy of this syllabus of Eastern Iowa lightning and firepower. If you're not on our mailing list and would like a copy, notify us in Cedar Rapids or our national representatives, The Katz Agency, in New York.

P. S.: You don't have to play a mandolin.

WHERE RADIO SPOT MONEY IS SPENT

Spot radio in 1956 took a whopping jump over 1955. But did all markets share in the upswing?

The table below shows that they did not. If a trend is to be found, it would be that national non-network advertisers are concentrating in bigger markets.

This table was computed last week from FCC official figures. The FCC financial report for 1956 was released only three weeks ago [GOVERNMENT, Jan. 6].

Computations of the comparisons of 1955 and 1956 spot spending for the 100 biggest markets were prepared by the Station Representatives Assn. in cooperation with Adam Young, a member firm. Computations for the other 69 markets appearing in this list were prepared by BROADCASTING.

The list is presented in alphabetical form for ease of reference. The markets listed are those defined by the FCC as standard metropolitan areas. Some cities with larger populations than some of those shown here are not defined by the government as standard metropolitan areas and hence do not appear.

Market and No. of Stations	1955	1956	% Change
Akron (4)	312,245	391,000	25.3
Albany, Schn., Troy (7)	904,057	1,117,000	23.6
Albuquerque (5)	241,004	260,000	7.9
Allentown-Bethlehem (6)	181,942	271,000	48.9
Altoona, Pa. (4)	36,470	55,068	51.0
Amarillo (5)	232,847	236,378	1.5
Asheville, N. C. (4)	98,371	98,568	0.2
Atlanta (10)	1,137,899	1,479,000	30.0
Atlantic City (4)	NA	38,662	
Augusta (5)	107,861	102,000	— 5.6
Austin, Tex. (4)	164.289	203,553	23.9
Baltimore (12)	1,048,691	1,428,000	36.3
Baton Rouge (5)	169,202	168,000	— 0.6
Bay City, Mich. (1)	NA	NA	
Beaumont, Tex. (6)	206,500	169,000	—18.4
Binghamton (4)	92,799	115,944	24.9
Birmingham (10)	596,474	624,000	4.7
Boston (15)	2,563,566**	3,308.000	29.0**
Bridgeport (2)	NA	NA	
Brockton, Mass. (1)	NA	NA	
Buffalo (10)	1,186,576	1,508,000	27.0
Canton, Ohio (2)	NA	266,000	
Cedar Rapids (3)	715,678	727,274	1.6
Charleston, S. C. (4)	148,171	137.985	— 6.9
Charleston, W. Va. (7)	192,683	220,000	14.0
Charlotte (6)	848,753	903,000	6.4
Chattanooga (6)	229.183	183.000	—20.0
Chicago (23)	8,085.600*	9.826.000	21.5*
Cincinnati (8)	2,727,063	2,553,000	— 6.4
Cleveland (8)	1,660,733	2,076,000	25.1
Columbia (5)	206,253	299,669	45.3
Columbus, Ga. (4)	74,984	92,263	23.0
Columbus, Ohio (5)	727,481	979,000	34.7
Corpus Christi (6)	446.684	251,943	—43.6
Dallas (7)	1,004,396	1,320,000	31.5
Davenport-Rock Island (5)	261,346	289,000	10.7
Dayton, Ohio (3)	321,982	376,000	16.8
Decatur, Ill. (2)	NA	NA	
Denver (11)	841,905	1,231,000	46.2
Des Moines (6)	1,249,623	1,357,000	8.6
Detroit (8)	3,373,534**	5,544,000	64.3**
Duluth (6)	211,580	215,000	1.4
Durham (4)	86.200	98,302	14.0
El Paso (4)	122,542	189,000	53.3
Erie (3)	84,482	119,829	41.8
Evansville, Ind. (4)	146.299	164,352	12.3
Fall River, Mass. (2)	NA	NA	
Flint (5)	255,825	306,000	19.5
Ft. Wayne (4)	403,347	435,000	7.9
Ft. Worth (6)	347,586	445,000	27.9
Fresno (6)	411,528	484,000	17.5
Gadsden, Ala. (3)	NA	33,419	
Galveston (3)	33,062	38,250	15.7
Grand Rapids (6)	338,526	379,000	11.8
Green Bay, Wis. (3)	109,325	158,808	45.3
Greensboro-High Pt. (6)	107,167	140,062	30.7
Greenville, S. C. (7)	199,129	217,894	9.4
Hamilton-Middleton, Ohio (2)	NA	NA	
Hampton, Va. (2)	NA	NA	
Harrisburg (5)	220,248	246,000	11.8
Hartford (4)	1,001,028	1,195,000	19.4
Houston (11)	1,283,952	1,489,000	16.0
Huntington, W. Va. (6)	155,334	154,000	— 0.6
Indianapolis (5)	866,004	1,111,000	28.3
Jackson, Miss. (5)	170,247	159,379	— 6.4
Jackson, Mich. (2)	NA	NA	
Jacksonville (7)	310,747	285,000	— 8.7
Johnstown (5)	90,598	110,000	20.9
Kalamazoo (3)	NA	NA	
Kansas City (9)	1,501,002	1,864,000	24.2
Kenosha (1)	NA	NA	
Knoxville (8)	238,585	268,000	12.1
Lancaster, Pa. (2)	NA	111,000	
Lawrence, Mass. (1)	NA	NA	
Lansing (2)	NA	NA	
Laredo (1)	NA	NA	
Lexington (3)	90,113	319,110	254.1
Lima, Ohio (1)	NA	NA	
Lincoln (2)	25,543	NA	
Little Rock (5)	201,904	214,000	5.9
Lorain-Elyria, Ohio (1)	NA	NA	
Los Angeles (23)	4,551,000*	5,847,000	28.5*
Louisville (8)	764,478	1,060,000	38.7
Lowell, Mass. (2)	NA	NA	
Lubbock, Tex. (6)	93,556	92,492	— 1.1
Macon (5)	130,224	159,374	22.4
Madison (3)	204,264	236,560	15.8
Manchester, N. H. (3)	68,636	94,644	37.9
Memphis (7)	854,586	965,000	12.9
Miami (10)	631,829	745,000	17.9
Milwaukee (8)	1,017,358	1,148,000	12.9
Mpls.-St. Paul (8)	1,543,521	2,058,000	33.3
Mobile (6)	129,987	145,000	11.5
Montgomery (6)	179,295	176,343	— 1.6
Muncie (1)	NA	NA	
Nashville (7)	690,881	817,000	18.2
New Bedford, Mass. (2)	NA	NA	
New Britain-Bristol (3)	75,227	197,190	162.1
New Haven (3)	190,732	277,000	45.0
New Orleans (11)	905,672	1,112,000	22.7
N.Y.—NE N.J. (28)	14,251,700*	18,161,000	27.4*
Norfolk (7)	315,915	457,000	44.6
Ogden (3)	NA	46,763	
Oklahoma City (7)	571,496	576,000	0.9
Omaha (6)	807,893	908,000	12.4
Orlando (5)	129,604	156,021	20.4
Peoria (5)	285,003	336,000	17.9
Philadelphia (19)	3,934,499	5,045,000	28.2
Phoenix (9)	213,264	323,000	51.6
Pittsburgh (17)	1,999,163	2,773,000	38.7
Pittsfield (2)	NA	NA	
Portland, Me. (3)	227,066	260.349	14.7
Portland, Ore. (11)	691,184	984,000	42.4
Providence (9)	581,465	813,000	39.9
Pueblo, Colo. (3)	39,298	67,151	70.9
Racine (2)	NA	NA	
Raleigh (5)	601,277	618,940	2.9

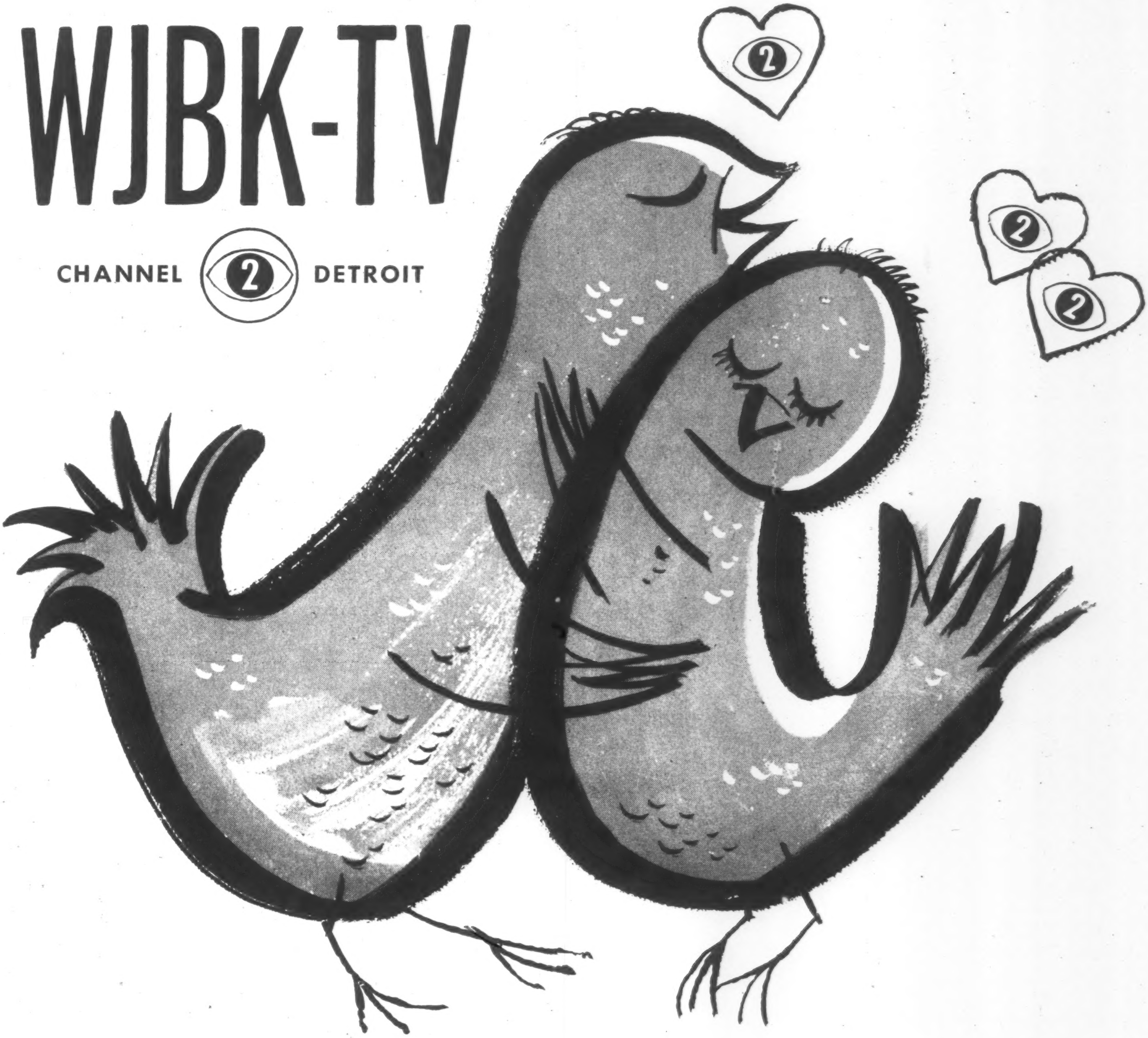
** The 1955 FCC report excluded data for 5 network owned stations as follows: Boston (1), Detroit (1), San Francisco (2) and Washington (1). The 1956 included data for those stations. Hence percentage gains shown for those markets are not realistic.

* Although the 1955 FCC report also excluded data on network owned stations in Chicago (2), Los Angeles (2) and New York (3), BROADCASTING has obtained from unofficial but authoritative sources total spot figures for those markets including the network owned stations. Hence the percentage gains in Chicago, Los Angeles and New York are correct.

TABLE CONTINUED *on page 50*

WJBK-TV

CHANNEL ② DETROIT



They Love Us In Southeastern Michigan

When they pop the question to TV viewers in the big Detroit area and in Flint, Port Huron and all the rest of this thickly populated section that makes up the nation's 9 billion dollar fifth market, here's the answer ARB and Pulse have been getting:

The Station That's No. 1 is Detroit's Channel 2

100,000 watts, 1,057-ft. tower • Full color facilities • Basic CBS

Represented by
THE KATZ AGENCY, INC.

A STORER STATION

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill., 111 Sutter, San Francisco, Cal.

NO-CAL IS SOLD ON SPOT...

NO-CAL
KIRSCH BEVERAGES
NO-CAL

ADVERTISER: ***How do No-Cal and its agency, Paris & Peart, account for the biggest New York sales jump in No-Cal history? They credit Spot Television on WRCA-TV.***

No-Cal Board Chairman Hyman Kirsch says, "Spot TV . . . because its high frequency at low cost makes a full saturation campaign financially feasible. And Spot's selectivity allows us to concentrate that campaign on our prime sales target—the figure-conscious housewife."

"WRCA-TV," continues Mr. Kirsch, ". . . first, because it commands such a healthy chunk of the New York audience. Secondly, because it offers an economical saturation schedule of good availabilities. And finally, because the station backs our 30-spots-per-week, around the clock campaign with a complete merchandising and promotion program—the headline-making *Miss No-Cal Contest.*"

Does Spot Television on WRCA-TV deliver? "Actual sales figures are confidential," says Mr. Kirsch, "but No-Cal is devoting a larger share of a larger advertising budget to Spot TV. Not only have we signed for an increased Spot schedule on WRCA-TV, and renewed our sponsorship of the *Miss No-Cal Contest* for 1958, but we've also expanded our Spot TV campaign into the Philadelphia market."

Seated, left to right: No-Cal Corporation officials: Lee Kirsch, Treasurer; Hyman Kirsch, Chairman of the Board; Morris Kirsch, President. Standing, left to right: Donald C. Porteous, TV-Radio Director, Paris & Peart; Max Buck, Director of Sales, WRCA-TV; Ed Kenefick, TV Spot Sales Representative, NBC Spot Sales.

.. RIGHT DOWN THE LINE!

Jinx drinks—
NO-CAL
for the pleasure of staying slim!
NO-CAL
2-29

PHOTOS BY MORRIS H. JAFFE

RETAILER: ***Joseph Reich, Grand Union Supermarket Manager in White Plains says, "Judging from the additional number of cases we've been moving, No-Cal sales have increased appreciably in recent weeks."***

Retailers and advertisers alike are convinced that No-Cal's use of Spot Television pays off *right down the line*. They know first-hand what adjacencies to the great NBC entertainment lineup and the top local programs and personalities can do for advertisers who buy schedules on the television stations represented by NBC Spot Sales.

Left to right: Joseph Reich, Grand Union Supermarket Manager, White Plains Shopping Center, New York; Joe Murphy, Merchandising Manager, WRCA-TV; Irving Ehrlich, Sales Manager, No-Cal Corporation.

NBC SPOT SALES

REPRESENTING TELEVISION STATIONS:

HARTFORD-NEW BRITAIN—WNBC
NEW YORK—WRCA-TV
SCHENECTADY-ALBANY-TROY—WRGB
PHILADELPHIA—WRCV-TV
WASHINGTON—WRC-TV
MIAMI—WCKT
BUFFALO—WBUF
LOUISVILLE—WAVE-TV
CHICAGO—WNBQ
ST. LOUIS—KSD-TV
DENVER—KOA-TV
SEATTLE-TACOMA—KOMO-TV
LOS ANGELES—KRCA
HONOLULU—KONA-TV

Market	1955	1956	% Change
Reading (3)	109,969	127,000	15.5
Richmond (7)	645,988	722,000	11.8
Roanoke (4)	208,262	172,953	—17.0
Rochester (6)	634,210	776,000	22.4
Rockford (2)	NA	NA	
Sacramento (5)	491,104	548,000	11.6
Saginaw (3)	79,073	100,388	27.0
Salt Lake City (7)	346,493	368,000	6.4
San Angelo (3)	56,705	101,139	78.4
San Antonio (9)	928,432	1,011,000	8.9
San Bernardino-Riverside (8)	132,732	148,597	12.0
San Diego (7)	469,321	683,000	45.6
San Francisco (16)	1,849,769**	3,264,000	26.4**
San Jose (5)	72,844	90,136	23.8
Savannah (6)	164,257	169,513	3.2
Scranton (6)	214,461	236,000	10.3
Seattle (10)	912,331	1,257,000	37.8
Shreveport (7)	475,114	454,000	— 4.4
Sioux City (3)	63,490	78,530	23.7
Sioux Falls (3)	110,197	99,298	— 9.9
South Bend (2)	NA	159,000	
Spokane (6)	394,675	488,000	23.5
Springfield, Ill. (3)	74,568	111,045	48.9
Springfield-Holyoke (7)	209,826	238,286	13.6
Springfield, Mo. (4)	159,995	166,959	4.4
Springfield, Ohio (3)	28,197	46,647	65.4
St. Joseph (3)	NA	190,850	
St. Louis (12)	2,398,206	2,929,000	22.1
Stamford (2)	NA	NA	

Market	1955	1956	% Change
Stockton (4)	123,291	213,000	73.2
Syracuse (5)	387,065	525,000	35.7
Tacoma (4)	70,662	78,599	11.2
Tampa-St. Petersburg (11)	360,951	400,000	10.8
Terre Haute (2)	NA	NA	
Toledo (4)	409,489	644,000	57.1
Topeka (4)	410,578	433,510	5.6
Trenton (1)	NA	NA	
Tucson (6)	127,437	68,000	—46.5
Tulsa (6)	568,982	603,000	6.0
Utica-Rome (4)	129,501	144,000	10.8
Waco (2)	NA	NA	
Washington (13)	1,147,979**	2,180,000	90.4**
Wheeling (6)	394,921	456,000	15.4
Wichita (5)	367,859	416,000	13.0
Wichita Falls (3)	152,321	175,787	15.4
Wilkes-Barre (6)	141,378	170,000	20.6
Wilmington, Del. (4)	115,797	184,000	58.6
Winston-Salem (4)	127,829	132,917	4.0
Worcester (4)	364,846	410,000	12.3
York, Pa. (5)	84,372	111,667	32.4
Youngstown (5)	313,646	377,000	20.1

** The 1955 FCC report excluded data for 5 network owned stations as follows: Boston (1), Detroit (1), San Francisco (2) and Washington (1). The 1956 included data for those stations. Hence percentage gains shown for those markets are not realistic.

* Although the 1955 FCC report also excluded data on network owned stations in Chicago (2), Los Angeles (2) and New York (3), BROADCASTING has obtained from unofficial but authoritative sources total spot figures for those markets including the network owned stations. Hence the percentage gains in Chicago, Los Angeles and New York are correct.

Sindlinger Summarizes 'Activity' In New National Weekly Service

Sindlinger & Co., Ridley Park, Pa., has issued first reports in a new weekly "Activity" service, showing in summary form "what people are doing, buying, saying." Activity covers media, consumer product use, church-going, direct mail received, what people talk about, shopping, etc.

Information is based on some 7,200 interviews in more than 200 counties in all states and represents a condensation of regular Sindlinger reports on specifics of media and product "talk-about," audience action, trends and use.

Subscriptions to the Sindlinger Activity report are being sold at $1.50 a week, $52 for a year, and $15 for 13 weeks' trial.

The four-page Jan. 4 Activity (based on the week ending Dec. 27, 1957) summarized media exposure, comparing current with earlier totals, categories and subjects most talked about for average days and the week, activities, purchases and planned purchases. The report also features an omnibus summary table of activities and product use, lists source material and compares Sindlinger figures on tv set ownership with those of the Advertising Research Foundation.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,886,000 people in the U. S. over 12 years of age during the week Jan. 5-11. This is how they spent their time:

70.4%	(87,166,000) spent	1,983.0 million hours	WATCHING TELEVISION
56.6%	(70,119,000) spent	1,006.2 million hours	LISTENING TO RADIO
81.6%	(101,091,000) spent	382.2 million hours	READING NEWSPAPERS
31.8%	(39,396,000) spent	179.3 million hours	READING MAGAZINES
26.7%	(33,078,000) spent	412.9 million hours	WATCHING MOVIES ON TV
24.1%	(29,883,000) spent	114.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 106,560,000 people over 12 years of age see tv (86.0% of the people in that age group); (2) 41,265,000 U. S. households with tv; (3) 45,324,000 tv sets in use in U. S.

Station Should Inform Client How He's Helped, SCBA Told

Keeping the advertiser regularly informed of what your station is doing for him is one of the very best ways to keep him on your station, a panel of agency executives told the January luncheon meeting of the Southern California Broadcasters Assn., held Thursday at the Hollywood Knickerbocker Hotel.

Not all clients can measure the results of their radio campaigns, George Allison, media director of Young & Rubicam, Los Angeles, said, reporting that while several Y&R clients had increased their radio expenditures last year, the withdrawal from radio of one large advertiser who could not check on the medium's results made the office's overall 1957 spot radio billings drop 10% below the 1956 level.

Reports on stores that have increased shelf or display space given to products advertised on the stations, on stores that have begun stocking the product since the beginning of the radio campaign and similar information not only will help the station to keep that business but help the agency to keep the account sold on radio and perhaps to get increased appropriations for the medium, he said.

Hildred Sanders, radio-tv vice president of Dan B. Miner Co., Los Angeles, also stressed the value of weekly or biweekly progress reports. As an illustration, she cited the weekly reports made to the agency by KSAN San Francisco on the results of the Blue Seal bread schedule carried by "this small station appealing mainly to the Negro market." At the end of the contract, KSAN submitted a three-page overall report which the agency sent to the client and who returned it with the notation, "This unasked for report is remarkable. Keep them on the list." Feeling the budget did not allow for

WLOF TV

Orlando, Florida

ON THE AIR

FEBRUARY 1st

Full **316 KW** Power

Reaching 29 Mid·Florida Counties
167,275 TV Homes

CHANNEL 9
ABC Network

FOR IMMEDIATE AVAILABILITIES, PHONE

YOUNG TELEVISION CORP.

NEW YORK • ATLANTA • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON

specialized stations, Miss Sanders did not put KSAN on the following schedule, but when she explained her reasoning to the client at the next plans meeting he said only, "I think you might somehow find enough money to go on using KSAN." And, she reported, "somehow I did."

Radio, which has done such great selling jobs in some fields, was urged to venture into others, such as cosmetics, soft goods, furniture, luggage, jewelry, sporting goods, even industrial products, by Mervyn Oakner, account supervisor of Anderson-McConnell, Los Angeles. Similarly, he urged the development of new program features as useful as frost warnings and Sigalert bulletins.

All three speakers advocated more and better merchandising as one of the best ways of getting and holding business, agreeing that all other things being equal the station offering merchandising would get the order. They also agreed that it should be genuine merchandising, not just mailing jumbo postcards to retailers. "Be honest," Miss Sanders advised the station executives. "Tell us how much merchandising you are willing to give, either for so much business or for so much money. Or tell us that a specific schedule warrants $50 worth of merchandising which you can't provide, so we can have that money to spend on merchandising ourselves. Or just state frankly that you don't believe merchandising is part of your function and to hell with it."

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

Jan. 22 (8-9 p.m.) *High Adventure* with Lowell Thomas, Delco Div. of General Motors through Campbell-Ewald.

Jan. 28 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Jan. 20-24, 27-29 (1:30-2:30 p.m.) *Howard Miller Show,* participating sponsors.

Jan. 20-24, 28, 29 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Jan. 20, 27 (7:30-8 p.m.) *The Price Is Right,* RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Jan. 21 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Jan. 22, 29 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Jan. 23 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Jan. 23 (10-11 p.m.) *March of Medicine,* Smith, Kline & French Labs through Doremus, Eshelman Co.

Jan. 25 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 25 (10:30-11 p.m.) *Your Hit Parade,* Toni through North and American Tobacco through BBDO.

Jan. 26 (7-7:30 p.m.) *My Friend Flicka,* sustaining.

Jan. 26 (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Son through Needham, Louis & Brorby; Greyhound through Grey Adv. and U. S. Time Corp. through Peck Adv.

Jan. 26 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Jan. 28 (8-9 p.m.) *George Gobel-Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Gillette's Self Appoints North

North Adv. Inc. has been appointed to handle a new end paper home permanent product (called Self) introduced by Gillette Co. and announced last Thursday.

A large advertising budget has been set aside for Self, which has been promoted in some test markets in recent months after years of lab research, according to Gillette. Broadcast commitments have not been finalized, but national spot and local television announcements are being planned through the North agency.

Wilson, Zenith Accounts Loose In Chicago; Agencies Interested

Two Chicago-based accounts in the $1-$1.5 million billings range were still on the loose last week, with a flock of agencies evincing substantial interest.

Wilson & Co., meat packing firm, was receptive to "several inquiries" from agencies about acquiring its $1.5 business resigned Tuesday after four years by Needham, Louis & Brorby Inc. The account (ham, bacon, sausage, canned meat and Jane Wilson products) was active mainly in national spot tv (about 30 markets) and spasmodically in spot radio. Because of its distribution patterns, Wilson & Co. was inactive in network broadcasting. The resignation reportedly was over policy differences involving advertising and marketing aspects.

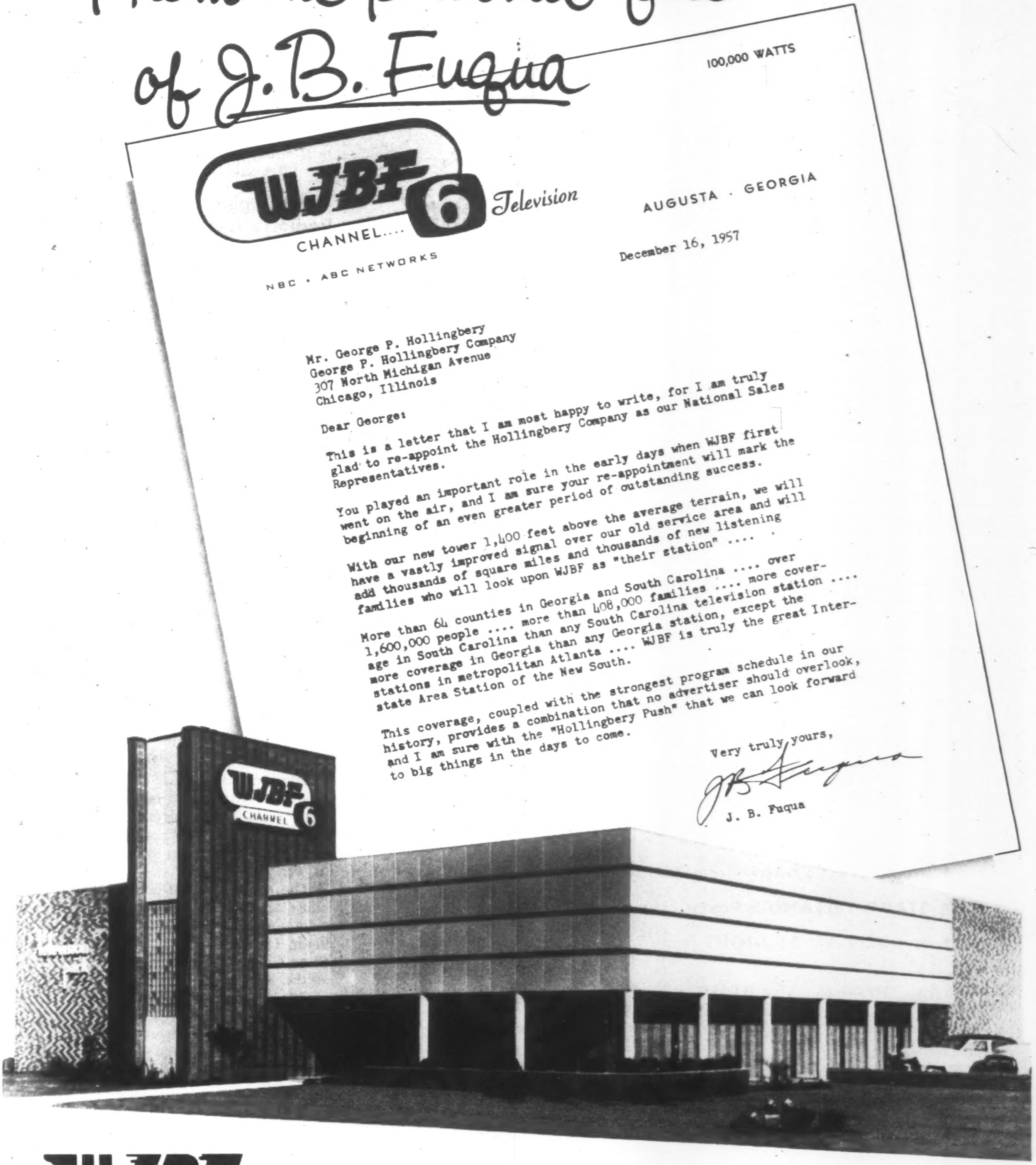
Zenith Radio Corp. also was being wooed last week by several agencies seeking its $1 million account as successor to Earle Ludgin & Co. The latter agency was the fourth in five years to handle Zenith's radio-tv advertising [ADVERTISERS & AGENCIES, Jan. 13].

AAAA, SRA Develop Tv Art Guide

A framing guide to standardize the measurements of art work for television commercials has been developed jointly by the American Assn. of Advertising Agencies and the Station Representatives Assn. It is now available to agencies and tv stations, it was announced last week. The guide provides measurements for use in the preparation of television flip cards, telops and slides as well as specific suggestions for

"TARGET"
TV's PROPELLING NEW FORCE!
→ SEE PAGES 12 & 13

From the personal file of J. B. Fuqua


WJBF
CHANNEL 6

100,000 WATTS

WJBF 6 Television
CHANNEL....
NBC · ABC NETWORKS

AUGUSTA · GEORGIA

December 16, 1957

Mr. George P. Hollingbery
George P. Hollingbery Company
307 North Michigan Avenue
Chicago, Illinois

Dear George:

This is a letter that I am most happy to write, for I am truly glad to re-appoint the Hollingbery Company as our National Sales Representatives.

You played an important role in the early days when WJBF first went on the air, and I am sure your re-appointment will mark the beginning of an even greater period of outstanding success.

With our new tower 1,400 feet above the average terrain, we will have a vastly improved signal over our old service area and will add thousands of square miles and thousands of new listening families who will look upon WJBF as "their station" ....

More than 64 counties in Georgia and South Carolina .... over 1,600,000 people .... more than 408,000 families .... more coverage in South Carolina than any South Carolina television station .... more coverage in Georgia than any Georgia station, except the stations in metropolitan Atlanta .... WJBF is truly the great Inter-state Area Station of the New South.

This coverage, coupled with the strongest program schedule in our history, provides a combination that no advertiser should overlook, and I am sure with the "Hollingbery Push" that we can look forward to big things in the days to come.

Very truly yours,

J B Fuqua

J. B. Fuqua

WJBF

CHANNEL 6 AUGUSTA, GA.

Represented by — **George P. Hollingbery Company**

PULSE* says . . .

KLZ-RADIO

has the highest average rating of any Denver station!

Proof that listeners do prefer a station which programs . . . not to just a small, single segment of the audience . . . but to the total all-inclusive radio audience.

HOW?

Effective Air Personalities

- **JACK WELLS Show** from 7:15 to 9 a.m.
- **ART GOW'S Ladies' Choice** from 10:15 to 11:15 a.m.
- **PAT GAY Show** from 12:05 to 12:45 p.m.
- **JACK WELLS Show** from 4:00 to 4:55 p.m.
- **STARR YELLAND'S Party Line** from 8 to 9 p.m.
- and **DENVER AT NIGHT** from 6:30 p.m. to Midnight

PLUS personalities and features from CBS—the nation's leading network!

*PULSE, October, 1957

KLZ radio 560 KC

For the whole story call your KATZ man or Lee Fondren, station manager and director of sales in Denver.

CBS for the Rocky Mountain Area • Represented by the KATZ Agency

safety margins, paper stock and use of blacks, whites and greys.

Sample copies of the guide, which is printed on cardboard 11 x 14 inches in size are being distributed by AAAA to advertising agencies and by SRA to all television stations. The guide may be printed as a transparent overlay, which can be used as a protective cover for art work sent to tv stations and as a guide to station technicians in framing the art work on camera, AAAA and SRA said.

Volkswagen to Appoint Agency; Radio-Tv Figures in Ad Plans

A foreign automaker which has made a fairly substantial dent in the domestic car market without ever launching a full-fledged advertising campaign may soon turn to radio and television on a limited scale.

Volkswagen of America Inc., U.S. distributor of Volkswagen G.m.b.H. of Wolfsburg, Germany, will shortly appoint its first advertising agency—a move prompted, according to Advertising Director Scott Stewart—by the fact that "we feel that we can't get along any more without making this move." The Volkswagen account would probably bill no more than $750,000 a year at the outset.

Volkswagen's sales have been so successful in the U.S. that some dealers insist on a four-month waiting list for delivery.

Some 15 agencies have been screened and all indications point to a "medium sized agency," according to a Volkswagen spokesman. Appointment probably will be made after Jan. 31, it was said, and broadcast media will "definitely figure" in planning "the small national campaign" for the beetle-like German auto.

Baltimore Ad Tax Suits Slated for Court Hearing

The 16 suits filed over the past two months by Baltimore media and merchants against the city's advertising taxes, passed last November and activated Jan. 1, will have their first court test late next month or early in March.

The hearing, to be held in the city's Circuit Court with Judge Joseph L. Carter presiding, will be a consolidation of all the suits filed. The case may later be taken to the State Court of Appeals and perhaps as far as the Supreme Court.

The new ad taxes in question consist of a 4% tax on all advertising sales, and a 2% levy on the gross advertising receipts of all media [ADVERTISERS & AGENCIES, Jan. 6].

Nielsen Study Shows Radio Data

A modest schedule of 15 radio announcements broadcast during an average week over a single station after 6 p.m. can reach 15% of the homes in a market nearly twice each, according to a cumulative audience study made for Radio Advertising Bureau by A. C. Nielsen Co. Results of this survey on the sales effectiveness and economy of nighttime radio are contained in a folder being distributed this week to RAB's member stations and networks. This is the ninth such survey made for RAB by Nielsen. The city used was not identified.

F.R.P.* IS SPORTS

F.R.P. is many things . . F.R.P. is SPORTS . . .

Play-by-play on every Oriole game . . . the full Colts season . . . thrill-packed Saturday afternoons of Navy football.

The World Series . . . the All-Star game . . . the Sugar and Rose Bowls . . . championship boxing every week . . the running account from trackside of horse races from Maryland and around the country.

The most complete day-by-day coverage of the sports world by WBAL Sports Director Joe Croghan . . . interviews with people who are making news wherever they are.

F.R.P. SPORTS sends WBAL reporters to Scottsdale, Arizona, for Orioles pre-season forecasts . . . Joe Croghan to San Francisco to cover the Colts, and to South Bend for a Navy-Notre Dame clash . . . and anywhere there's a sports event WBAL listeners want to hear about.

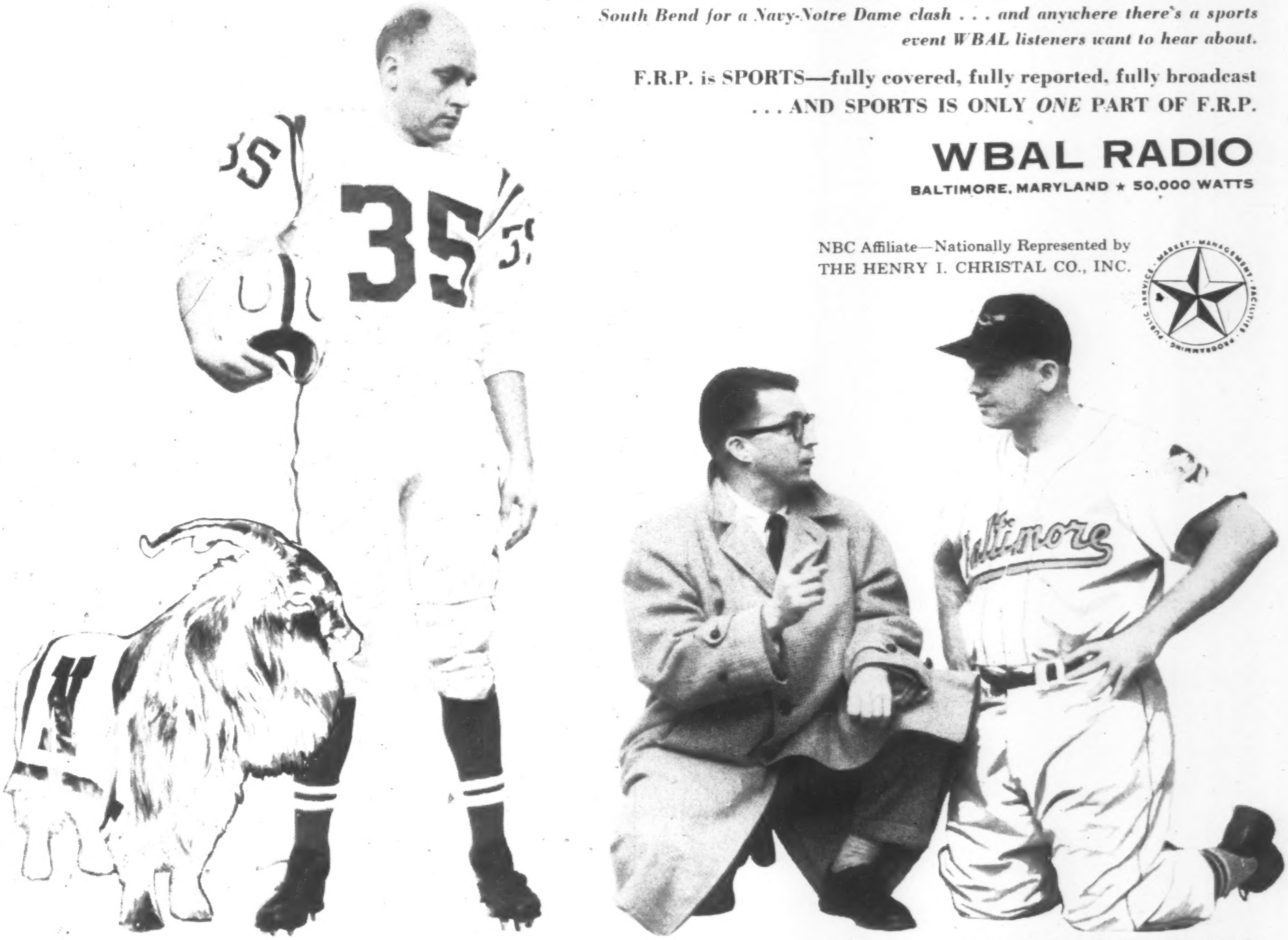
F.R.P. is SPORTS—fully covered, fully reported, fully broadcast . . . AND SPORTS IS ONLY *ONE* PART OF F.R.P.

WBAL RADIO

BALTIMORE, MARYLAND ★ 50,000 WATTS

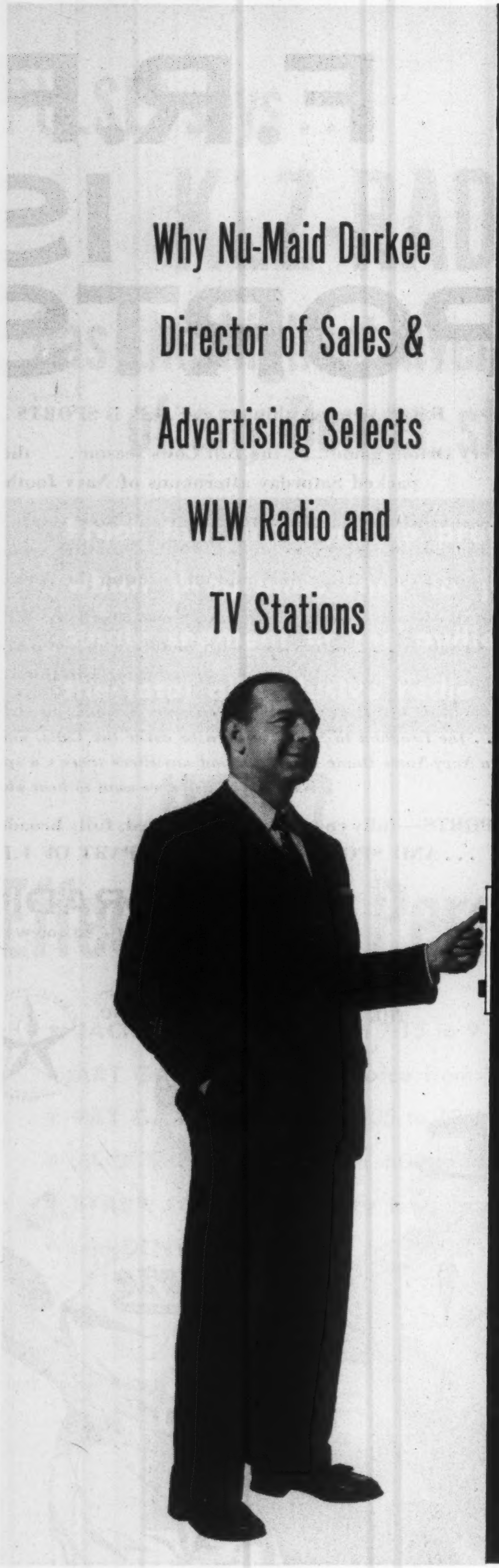
NBC Affiliate—Nationally Represented by
THE HENRY I. CHRISTAL CO., INC.

PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES · PROGRAMMING



***FULL RANGE PROGRAMMING**

Why Nu-Maid Durkee Director of Sales & Advertising Selects WLW Radio and TV Stations



NU-MAID
DURKEES

"The famous Crosley Stations really give a food product a surprise "Flavor-Lift"...all the way from excellent time slots and talent sell to top merchandising and promotion. Yes, WLW Radio and TV Stations constantly offer new sales heights to advertisers. Anyone for going up!"

Elmer L. Weber

Elmer L. Weber
Director of Sales & Advertising
The Miami Margarine Company

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

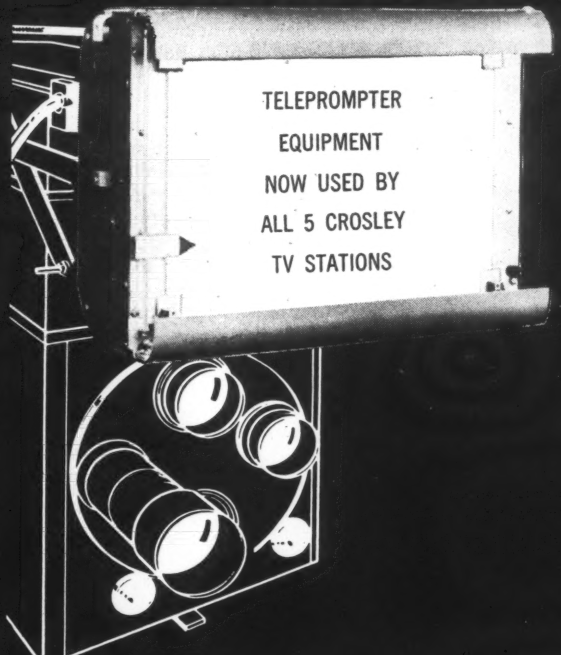
WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . Crosley Broadcasting Corporation, a division of **Avco**

Why Crosley Corporation Vice President in charge of Television selects TelePrompTer Corporation Equipment



"When we thoroughly studied the available prompting devices, it seemed clear that the Mod V TelePrompTer would best enable our five television stations to deliver greater service to our viewers — and consequently greater service to our advertisers. I was especially impressed with such TelePrompTer advantages as its larger viewing area, ease of operation, protection against obsolescence — as well as its overall acceptance by the industry."

John T. Murphy

John T. Murphy
Vice President
Crosley Broadcasting Corporation

In addition, all five Crosley TV stations now have the new TelePro 6000 rear screen projector, which can change 62 slides every 60 seconds and reproduce every picture with the brightness and clarity of the original.

- **MOD V** TelePrompTer
- **TelePro 6000** rear screen projector
- **Closed-Circuit Television**
- **TeleMation**
- *

Call Jim Blair, our Equipment Sales Manager. *You'll be glad you did!*

*Exciting new products to be revealed at the NARTB Convention.

TELEPROMPTER CORPORATION

311 West 43rd St., New York 36, N. Y., JUdson 2-3800

NEW YORK • LOS ANGELES • CHICAGO • WASHINGTON, D. C.
DETROIT • MIAMI • PHILADELPHIA • TORONTO • LONDON

NBC-WRCA-TV BUY POST-'48 MOVIE BATCH

- **140 Republic films sold**
- **Eventual deal: $2 million**

In the largest sales splurge of post-1948 feature films, NBC's Owned Stations Division last week signed for the purchase of 140 Republic Pictures feature films for WRCA-TV New York and was set to sign for 218 post-1948 features for five other NBC-owned tv stations. The overall contract was estimated at $2 million.

A spokesman for Hollywood Television Service, tv subsidiary of Republic which negotiated the sale, said the contract for the five NBC-owned stations was "certain" to be signed Friday. He declined to give other details on the transaction until the contract actually was made.

Included in the package are such films as "The Fighting Kentuckian" (John Wayne); "Johnny Guitar" (Joan Crawford, Sterling Hayden); "The Quiet Man" (John Wayne, Maureen O'Hara); "Maverick Queen" (Barbara Stanwyck, Barry Sullivan); "Sands of Iwo Jima" (John Wayne); "The Red Pony" (Robert Mitchum, Myrna Loy); "Lisbon" (Ray Milland, Maureen O'Sullivan); "Fair Wind to Jamaica" (Fred McMurray); "The Last Command" (Sterling Hayden, Anna Maria Alberghetti); "The Bullfighter and the Lady" (Robert Stack, Gilbert Roland); "The Vanishing American" (Scott Brady); "The Twinkle in God's Eye" (Mickey Rooney); "Rio Grande" (John Wayne, Maureen O'Hara); "Thunderbird" (John Barrymore Jr.).

The other NBC-TV stations scheduled to enter into licenses for the Republic features are WRCV-TV Philadelphia, WRC-TV Washington, WNBC (TV) Hartford-New Britain, KRCA-TV Hollywood and WBPF-TV Buffalo, N. Y. The network also owns WNBQ (TV) Chicago.

It was not known precisely how many post-1948 features have been sold to tv, but an informed estimate was the total does not exceed 250. Of this number, more than 80 have been placed into tv by United Artists Television Inc. and a lesser number of films have been made available by NTA, C & C Television Corp. and some others by small producing organizations. This does not include many British-produced films made after 1948.

It was considered doubtful that the release of the post-1948 Republic features will stampede the major companies into placing their films on the market. A spokesman for a distributor of a major studio pointed out that producers have been under tremendous pressure from various exhibitor associations, including the Theatre Owners of America, to hold up on the release to tv of post-1948 films as well as pre-1948 features still unreleased.

Another spokesman said the Republic sales may have stemmed from internal problems within that company, which have been accompanied by published reports that the studio itself may be sold. In that eventuality, this source speculated, the company would not be bound to pay the various motion picture guilds for the post-1948 films sold to tv, since Republic would be out of the film production business.

'Soft' Market Blocked Sale Of Roach Stock to Public

A "soft" market was held responsible last week for the decision by Hollywood producer Hal Roach Jr. and New York broker S. D. Fuller to terminate the underwriting agreement which would have offered 375,000 shares of Hal Roach Productions Inc. common to the public [FILM, Dec. 16, 1957].

The shares—at $3 each—originally were scheduled for floating the week of Dec. 16, then were "indefinitely postponed" when the market took a dive.

Mr. Roach declared that a decision as to when his company will make a public offering "will depend on general business conditions and upon future developments of discussions with one of the leading members of the New York Stock Exchange." Neither Mr. Roach nor his spokesmen would name the brokerage company alluded to, but it was learned that the company was not S. D. Fuller & Co.

California National Productions Girds for Best Selling Year

California National Productions, NBC's film syndication subsidiary, is looking forward to the "best selling year for syndication" and expects to have more new properties this year than at any time in its history.

The confident note was expressed to put to rout any doubt over CNP's future following a streamlining of the subsidiary's operations.

At one time, California's divisions included the handling of the NBC Opera Company, international sales, film sales service, Calnatron (electronic device for use in industrial films) and investments in Broadway shows. All of these activities have been turned over to the network, placing CNP in film syndication only, with some merchandising activity on behalf of certain filmed series and network shows.

CNP's preparation for a "selling year" includes 39 episodes of *Union Pacific,* since Jan. 2 on sale to regional and local advertisers; a second series of 39 episodes of *Silent Service* now being produced and to go on immediate sale; release early this year of 59 episodes of *Medic,* the network series now being placed in syndication; production of a not-yet-titled series on international intrigue, and another on news gathering; a split production arrangement in New England for *Captain Courage* (arrangements underway since the summer by Gerald Adler, CNP's European program director), and distribution of a series produced by Batjak Productions (John Wayne's company) tentatively titled *Danger Is My Business.*

Of CNP's more recent series, *Boots & Saddles—The Story of the Fifth Cavalry,* is claimed to be repeating the success gained by the company in sales of *Silent Service. Boots* (offered for sale only last July) currently is in at least 120 tv markets with *Silent Service* (now in its second year) in "just under 200 markets."

CNP also now speaks of a "team operation" made up of President Earl Rettig and Vice President H. Weller (Jake) Keever. Mr. Rettig, former vice president and treasurer of NBC, has in addition to his network experience a background of motion picture work. He is devoting most of his attention to production and talent, tying in with program creation and production supervision by Robert A. Cinader, CNP's vice president for programs. Mr. Keever, who joined NBC Television Films seven years ago as a salesman, has been considered the "strong man" in CNP sales.

RTES to Hear Film Barter Debate

Film barter, a development in spot tv buying that has become widespread in only the past year and a half, will be discussed tomorrow (Tuesday) at the Radio & Television Executives Society's timebuying and selling seminar in New York. Matty Fox, credited as the "dean" of tv-film barter and president of C & C Television Corp., will appear on the program with Frank M. Headley, president of H-R Television Inc. and H-R Representatives Inc. Mr. Headley also is president of Station Representatives Assn. The topic: "Is Film Barter Harmful to the Television Industry?" Mr. Headley will take the affirmative and Mr. Fox the negative.

NTA Asks N. Y. High Court To Put Disputed Stock in Trust

As a sequel to the legal battle for stock control of Associated Artists Productions Inc., New York, National Telefilm Assoc., New York, last week filed a new suit in the New York State Supreme Court asking that the AAP stock in question be held in trust for NTA pending the outcome of litigation.

The complaint proposed that Gotham Television Film Corp., United Artists Corp. and the Chemical Corn Exchange Bank, which NTA said holds the AAP stock, be named as "constructive trustee for NTA." It was reported this new action was taken because Gotham Television was created as a subsidiary of United Artists last Dec. 19, subsequent to the time NTA filed a damage suit for $200,000 each against UA and five officers of UA and AAP (Dec. 23, 1957). On Dec. 19 UA announced that Gotham had purchased 700,000 shares of AAP stock for about $8.5 million.

The legal hassle began in early November when NTA announced it had contracted to buy more than 50% of AAP common stock from a shareholders' group headed by Louis Chesler, then AAP board chairman, and Maxwell Goldhar, then an AAP director and vice president. Messrs. Chesler and Goldhar later repudiated this transaction and NTA filed suit in New York State Supreme Court.

In this latest action, NTA also renewed its claims for damages cited in its earlier

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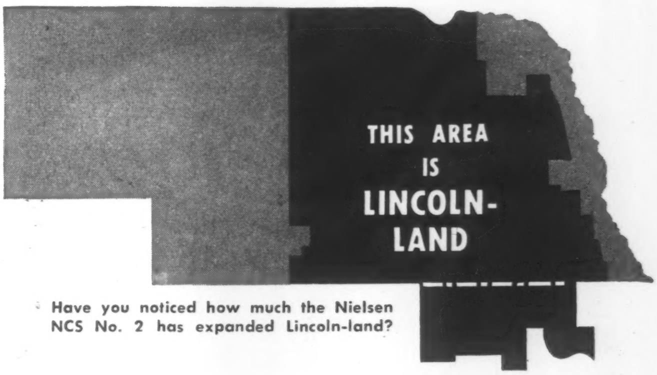

Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

ARB SURVEY — LINCOLN-BEATRICE MARKET
June 9-15, 1957 — 8:30-10:00 P.M.

This special ARB Survey of the Lincoln-Beatrice market was made at the request of an important national advertiser. It shows that in EASTERN Lincoln-Land alone, KOLN-TV gets more than *twice as many viewers* as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4

AM—TV—FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
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There are only two big markets in Nebraska, and you can't get them both with any *one* TV station.

All surveys prove that KOLN-TV is your ONLY satisfactory outlet for Lincoln-Land — 69 counties . . . 296,200 families . . . 191,710 TV sets.

KOLN-TV is the Official CBS Outlet for South Central Nebraska and Northern Kansas. Ask Avery-Knodel.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND —NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

the
last word
in cumulative impact
THE
seven
o'clock
FINAL

7

Jerry Strong
entertainment news
7:00–7:05 p.m.,
Monday–Friday

Bill Malone
sports news
7:05–7:10 p.m.,
Monday–Friday
Curles Moving
Miller Brewing
available Mondays only

Del Malkie
local news, weather
7:10–7:15 p.m.,
Monday–Friday
SRO/Cities Service

Top rated: **26.1%**, compared with **18.3%** for its nearest competitor in the field (ARB, 12/57). Less costly: **$3.85** per thousand unduplicated homes, compared with **$7.32** to **$12.04** per thousand for its competitors (ARB, 12/57). December Neilson just arrived: Daily average rating: **14.5** against a **12.1**, a **10.8**, and a **4.1** for the other three early evening local news programs.

in short . . . **the seven o'clock final** *is the* **last word** *for sales in* **Washington**

wmal-tv
abc

maximum power on channel 7 WASHINGTON, D.C.

AN *EVENING STAR* STATION | *for full availability information, check H-R Television, Inc.*

suit, providing the stock is turned over to NTA. If the stock is not turned over to NTA the complaint said, plaintiff seeks $18 million in damages. Named as defendants in the damage suit were United Artists Corp.; Gotham Television Corp.; Elliot Hyman, AAP president, and Ray Stark and Henry J. Zittau, AAP directors.

TPA Gets Syndication Rights To 103 Episodes of 'Lassie'

Television Programs of America, the original co-producer of *Lassie* before it was sold to Jack Wrather, has acquired the syndication rights to 103 episodes of the program from Mr. Wrather for distribution in the U.S. under a new title not yet selected. *Lassie* will continue on CBS-TV under sponsorship of Campbell Soup Co. through BBDO, New York.

The 103 episodes which TPA will distribute star the original *Lassie* cast including Tommy Rettig, Jan Clayton and George Cleveland. Mr. Wrather bought all rights to *Lassie* from TPA and Robert Maxwell, the program's original producer and co-owner with TPA, in September 1956. Shortly after, TPA contracted with Mr. Wrather to handle foreign distribution of *Lassie*. Since then the series has been sold in 22 countries and is being dubbed or sub-titled in eight languages.

FILM SALES

Screen Gems, N. Y., reports sales on its *Shock!* package of feature films to WXYZ-TV Detroit and KTVI (TV) St. Louis, raising total markets on series to 95.

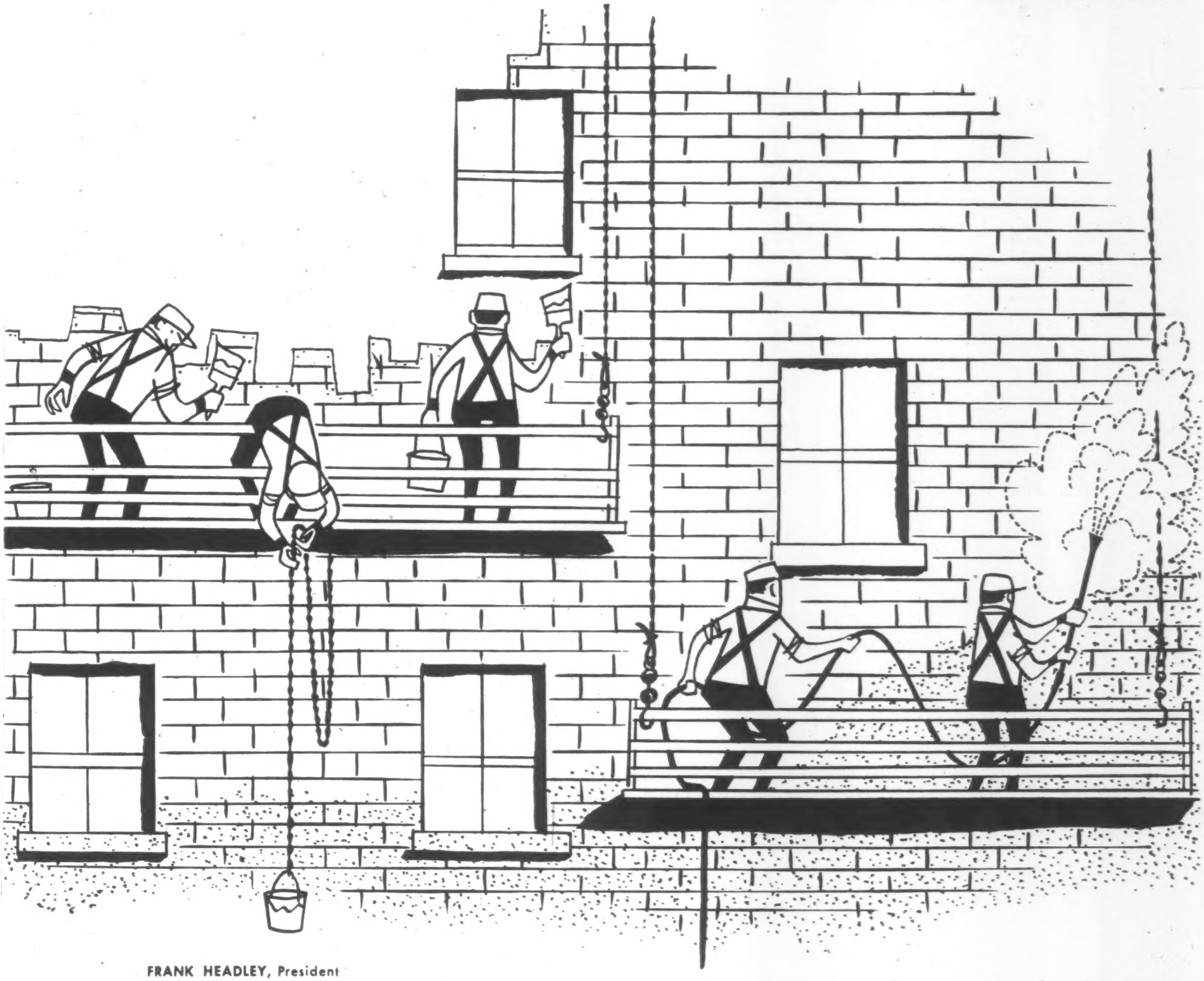
ON CAMERA

CBS-TV anthology series, *Rendezvous*, goes into production today (Monday) at California studios in Hollywood, where Filmmaster Productions will film "Sound of Gunfire," only western episode in series of 13 half-hour tv filmed programs. Other 12 will be filmed in N. Y. **Howard Erskine,** who co-produced and co-directed stage plays "Desperate Hours" and "Happiest Millionaire," has his first tv and film assignment as producer of new CBS-TV program. Works of such people as Stephen Vincent Benet, Ludwig Bemelmans, John Hersey and Ray Bradbury are included in *Rendezvous* series.

Television Programs of America reports production of 39 episodes of *New York Confidential*, starring Lee Tracy, will start in May in New York. Most of each half hour episode will be filmed on New York City streets, making this series one of first to use this locale as basis of regular tv program. **Leon Fromkess,** TPA vice president of production, will be executive producer.

TCF-TV Productions, video subsidiary of 20th Century-Fox Film Corp., plans to make seven tv pilot films in next two months. Pilots for *Mr. Belvedere, Mother Is a Freshman, Cameo Kirby* and *Transatlantic*, all designed as half-hour series, will be filmed at TCF-TV studios early in February, followed by pilots for three additional series, as yet untitled, whose final formats are now being worked out.

WORKING PARTNERS



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We fully recognize the importance of giving *complete coverage* of all important time buying areas for *all our stations.* And this coverage is provided both by the *Working Partners* who head up H-R as well as by the members of our growing staff. All of whom, by the way, have been selected on the basis of *maturity, experience* and records of performance in this field. Today as when H-R was started, we continue to keep our promise to "always send a man to do a man's job!"

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416 Rio Grande Bldg.
Dallas, Texas
RIverside 2-5148

1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

101 Marietta Street
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

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CBS-TV AFFILIATES TAKE THEIR STAND

Network outlets plan all-out battle against utility regulation, pay tv

The fight to preserve free broadcasting will be carried to Capitol Hill, federal agencies and back to the grass roots, CBS-TV affiliates decided last week.

Several hundred delegates to the Fourth General Conference of CBS-TV Network Affiliates, meeting Monday-Tuesday in Washington, set up a special committee to look into threats of utility-type regulation, pay tv and a flood of Capitol Hill investigations. Then the committee will work out ways of coping with what affiliates and network officials agreed is the most serious situation in industry history.

Station executives took advantage of the Washington locale to meet with their senators and congressmen. Many delegates stayed over several days to discuss their problems with the legislators.

At the weekend it was obvious that broadcasters with CBS-TV don't intend to lose the Washington battle by default. A new affiliates' committee, headed by John S. Hayes of WTOP-TV Washington, went right to work a few minutes after the Fourth General Conference of CBS Television Network Affiliates adjourned late Tuesday.

The committee named counsel and laid preliminary plans to protect the rights of affiliate stations and to cooperate with the network in meeting common problems. It will make recommendations to the CBS-TV Affiliates Board.

There was complete agreement that unprecedented pressures require unprecedented action by CBS-TV stations as well as the network itself. President Frank Stanton of CBS Inc. and Richard S. Salant, vice president, laid the groundwork as they showed how television may be dealt crippling or even fatal blows at a time when its informative functions are most needed. (See summary of Dr. Stanton's keynote speech, page 74.)

The future of broadcasting lies in Washington, focal point of the world, affiliates were told. They responded by adopting unanimously a resolution setting up the committee headed by Mr. Hayes.

Howard Lane, KOIN-TV Portland, Ore., who opened the conference Monday morning as chairman of the CBS Television Affiliates Assn., set the mood for the two-day program. Merle S. Jones, president of CBS Television, presided on behalf of the network. The affiliates heard network officials review Washington events and discuss relations of the networks and stations.

The Monday evening banquet, at which legislators were guests of station delegates, featured entertainment by headliners. President Stanton said 82 senators and 400 representatives were guests. This was described as one of the most impressive broadcaster-legislator social affairs in industry history (1,280 steak dinners, one tuna fish salad). Members of the FCC attended the dinner as well as the two luncheons.

Vice President Richard M. Nixon and Senate Majority Leader Lyndon Johnson (D-Tex.) were luncheon speakers. The Vice President outlined the world situation and lauded the informative role played by broadcasters. He predicted the public's appetite for informational programs will increase and for entertainment programs will decrease. The majority leader said the United States should go before the United Nations, inviting other nations to join in the adventure into outer space.

Numerous informal conferences of CBS-TV affiliates with their senators and congressmen were held during the week. The series of events added up to what many broadcasters felt was the most effective effort yet made by the industry in the government relations field. They pointed out, too, that a continuing project is now under way.

While pay tv looms as the most immediate threat (see story page 106), many CBS-TV delegates felt the long-range proposals of the Barrow Report to the FCC can wreck networks and shackle station operations. Many commented that pay tv advocates have conducted elaborate and well-financed campaigns, with only minimum activity on behalf of free broadcasting.

Network executives pointed up their discussion of pay tv dangers by issuing a booklet ,"Free Television and the American People." This account of the pay tv situation is to be widely distributed. The network also pointed out what it felt were some distortions of logic and mis-matching of facts and conclusions in the Barrow Report.

While no formal request was made by the 396 affiliate delegates (representing 177 CBS-TV stations), there was a feeling that FCC should postpone its March 3 hearing on the Barrow Report. Some argued the hearing should be deferred until May inasmuch as the Barrow staff spent two years researching and writing its report. A postponement would give broadcasters much-needed time to prepare comments.

Adoption of Barrow recommendations for almost unlimited regulation of networks would strike at network ownership of stations and option time, cutting their effectiveness as information and advertising media, networks and delegates agreed. These effects would lessen the impact of television at the peak of its 10-year growth.

Affiliates paid a dramatic tribute to the leadership of President Stanton "for his massive personal contributions to CBS Television, to us as CBS Television affiliates, to our industry and, most important of all, to our beloved America." The tribute continued, "Any industry can be proud when it develops a truly great leader, willing and able to serve his nation in a time of crisis. Frank Stanton is such a leader, dedicated and self-sacrificing, and to him on behalf of our colleagues and all fellow Americans we say a grateful and heartfelt 'thank you.' "

The recognition of Dr. Stanton's leadership was matched by the friendly feeling between affiliates and the network in the face of common hazards. The affiliates lauded CBS-TV for its public service programming and agreed it has "merited the distinction of being the world's No. 1 network." Network personnel, facilities and promotion-publicity services were included.

Station contacts with legislators included small conferences on Capitol Hill, group sessions and such social events as a breakfast meeting of California affiliates with state legislators. At the California session, George Whitney, KFMB-TV, told the Congressional group that broadcasters wanted to give their realistic comments on the "theories of a law

FCC COMMISSIONERS *were luncheon guests of CBS-TV affiliates meeting in Washington last week. At head table Monday were (l to r) F. E. Busby, WTVY (TV) Dothan, Ala.; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Comr. Richard A. Mack; Paul Adanti, WHEN-TV Syracuse, N. Y.; Comr. Robert T. Bartley; CBS-TV President Merle S. Jones; FCC Chairman John C. Doerfer; CBS Inc. President Frank Stanton; Comr. Rosel H. Hyde; Joseph H. Ream, CBS Washington vice president; Comr. Robert E. Lee; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Comr. T. A. M. Craven and James D. Russell, KKTV (TV) Colorado Springs, Colo.*

This recent letter to
WROC-TV speaks for itself.

"We'd like to tell you about the success we have had on WROC-TV with Trudy McNall's Home Cooking Program.

"About a year ago we launched NANCE'S MUSTARD SUPREME, a pouring mustard. For several months distribution was spotty and retail turnover slow.

here's how to sell in Rochester!

"In April we purchased one one-minute spot per week on Trudy McNall's program, plus radio spots on two stations. Distribution was immediately achieved through all chains, and in a matter of weeks the previously reluctant independent stores came into line. Four weeks proved that Trudy McNall was the primary factor in our success and all other advertising was dropped.

"Our local distributor reports increases in sales of NANCE'S MUSTARD so far this year at 65%. One local chain has more than doubled its business.

"Our sales prove that this program is at least the equivalent in impact of shows with ratings many times greater. Trudy McNall really sells her viewers.*"

J. M. Delmarle
NANCE DELMARLE CO.

**So say dozens of other advertisers, too.*

LOOK MOM! this Mustard POURS
IT'S Nance's
Nance's MUSTARD supreme
Sharp, oldtime home-made FLAVOR
It pours! no knives, no spoons, no contaminatio
TC1

MORE SPONSORS CHOOSE WROC-TV BECAUSE

- 27.4% more homes reached daily than the other Rochester channel (NCS #2)
- Greatest power
- Unsurpassed local programming and personalities
- Stable labor market with one of the highest per capita incomes
- Best merchandising, best advertising results

Represented by Peters, Griffin, Woodward, Inc.

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A TRANSCONTINENT STATION
WROC-TV, Rochester WGR Radio, WGR-TV, Buffalo
WSVA Radio, WSVA-TV, Harrisonburg

WROC-TV

NBC-ABC-Channel 5
Rochester, N. Y.

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOGS

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOGS

THE QUICK BROWN FOX JUMPED OVER THE LAZY

BREAK
POWER
FIGS
BELL
LTRS
LINE FEED
CAR

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOGS

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A FAMOUS AND USEFUL SENTENCE, that — because it contains all the letters of the alphabet, carefully assembled into a few well-edited words.

In BROADCASTING Magazine, too, you'll find everything from A to Z . . . everything that's timely and pertinent about today's swiftly moving television and radio business. It's skilfully edited, likewise, for quick and informative reading—ungarnished by fancy artwork and layout camouflage, undiluted by generalities and superficial comment.

Key to the sustained editorial vigor of BROADCASTING is found among the largest group of alert brown foxes in the whole realm of television and radio reporting. Backed by 26 years of experience in covering, correlating — and promptly documenting — the growth of TV and radio, they are also far-&-away the largest editorial staff in the field. Working from five news-gathering offices in the U. S. and Canada, this group compacts each week's TV-radio happenings into approximately 350 stories and 80,000 words per issue of BROADCASTING.

No other publication approaches such comprehensive and usefully cogent reporting. It gives BROADCASTING a clear-cut leadership as *THE* journal of electronic media . . . leadership reflected in more *PAID* circulation (as verified by the Audit Bureau of Circulations)* than the next three TV-radio publications together. In turn, this reader preference (i.e., people *pay* only for what they want) has won advertising dominance for BROADCASTING as well. It's measurable, again, by more advertising pages annually than appear in the next three TV-radio journals combined.

You might put it this way: in television and radio coverage, there is BROADCASTING Magazine. Then there are only the others.

**The only ABC member in its field, BROADCASTING's total PAID circulation averaged 18,428 copies on the last six-month ABC statement. Of these, incidentally, 5,053 went to agency-advertiser readers.*

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington 6, D. C.

A member of the Audit Bureau of Circulations school dean and his paid legal assistants." Mr. Whitney added, "We respectfully request your support in suppressing these investigations and getting the various committees off our backs."

The Hayes committee, which will report to Chairman Lane's affiliates board, comprises Mr. Whitney; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; W. D. Rogers, KDUB-TV Lubbock, Tex., and August Meyer, WCIA (TV) Champaign, Ill.

Out of the two-day affiliates meeting came a conviction that broadcasters have suffered from fear, inhibitions and assorted complexes in their legislative relations, according to many station delegates. They felt, too, that stations should keep their communities informed on Washington developments in the field of regulation and pay-tv. Some insisted that broadcasters have lagged behind other media and other industries in exercising their rights as citizens and businessmen to explain the broadcast position in legislative and regulatory matters.

Small-Market CBS-TV Outlets Ask New Study of Line Charges

AT&T line rates for tv transmissions to small-market stations reveal "a wide latitude of charges and quotations of charges" by the parent company and its subsidiaries for services of a nearly identical nature, according to the small markets committee of the CBS-TV Affiliates Assn.

The committee adopted a resolution asking reconsideration of AT&T's existing rate policies. Harry C. Butcher, KIVA (TV) Yuma, Ariz., committee chairman, said copies of a resolution adopted Tuesday during the CBS-TV affiliates Washington meeting will be sent to the FCC and the House and Senate Commerce Committees.

CBS-TV OUTLETS LOAD FOR BARROW

- **Affiliates organize to present views on regulation, legislation**
- **WTOP's Hayes heads unit to make stands on Washington proposals**

Stations affiliated with CBS-TV, convinced of the critical nature of the Barrow report to the FCC, acted last week to meet this regulatory crisis.

A new CBS-TV affiliates committee was created at the Fourth General Conference of CBS-TV Affiliates, held Monday-Tuesday in Washington. This group will direct the drive to present the stations' position on the Barrow report as well as pay tv at regulatory and legislative proceedings.

John S. Hayes, WTOP-TV Washington, was appointed chairman of the affiliates group. Other members are W. D. Rogers, KDUB-TV Lubbock, Tex.; August C. Meyer, WCIA (TV) Champaign, Ill.; George Whitney, KFMB-TV San Diego,, Calif., and Carter M. Parham, WDEF-TV Chattanooga, Tenn.

The affiliates unanimously adopted a resolution stating the Barrow proposals "would impose greatly increased restrictions and regulation on television broadcasting and would weaken affiliates, networks and the affiliate-network relationship to the ultimate detriment of the American public, and thus would jeopardize the American system of free television broadcasting."

Affiliates will finance work of the Hayes committee, which retained Ernest W. Jennes, of Covington & Burling, as counsel. The committee is to coordinate the affiliates' activities in connection with "developments concerning government actions that affect affiliate-network relationships and practices, and affiliates as independent broadcasters."

In essence, the Hayes committee will relate network and affiliate activities during the period of Washington investigations and regulatory pressures. It will see that the affiliates' position is presented before the FCC in Barrow Report proceedings.

MR. HAYES

Two days of discussion among several hundred affiliates and top executives of the network were devoted to close study of the Barrow Report. CBS President Frank Stanton's keynote talk Monday morning warned that networks and affiliates alike would suffer severely if the Barrow recommendations are put in operation (see Stanton talk, page 74).

The detailed story of the Barrow report was presented by Richard S. Salant, CBS vice president, and Mr. Hayes.

"The near misses in the report—suggestions of new FCC power to act without recommendation that it act now—are of the gravest significance," Mr. Salant warned. He noted, too, the "theoretical assumptions" not checked out against programming facts in the FCC files.

Mr. Hayes said the Barrow recommendations would bring the industry far too close to the status of a public utility. In the face of the Barrow threats to stations and networks, he said, affiliates must be articulate and well organized.

A "break 'em up" philosophy marks the Barrow report, Mr. Salant said. He noted the report's assumption that greater fractionization—"the smaller and weaker the business unit"—would benefit both industry and public. He said the report would provide supervision of a network's affiliation procedure "to equalize station bargaining power" and then would reject the FCC's proposal for five-year licenses, "the one clearest and most immediate means to provide affiliates with strength and stability."

The report reaches conclusions by raising questions and then answering them with vague references to the public interest, Mr. Salant said, adding that the government would be in the position of exploring and reviewing the most intimate business practices of the industry. He pointed out that proposals to control networks "are not based on a finding that networks' affiliation practices have contravened the public interest but only that they 'may have.'"

He objected to failure of the report to recognize that CBS-TV has long supplied its affiliation criteria to those interested. Station-network relationships and the strength of tv itself will be jeopardized by proposed federal intervention, he said.

Mr. Salant defended option time practices

"TARGET"
TV's PROPELLING NEW FORCE...
SEE PAGES 12 & 13

BATON ROUGE..America's great new industrial empire!

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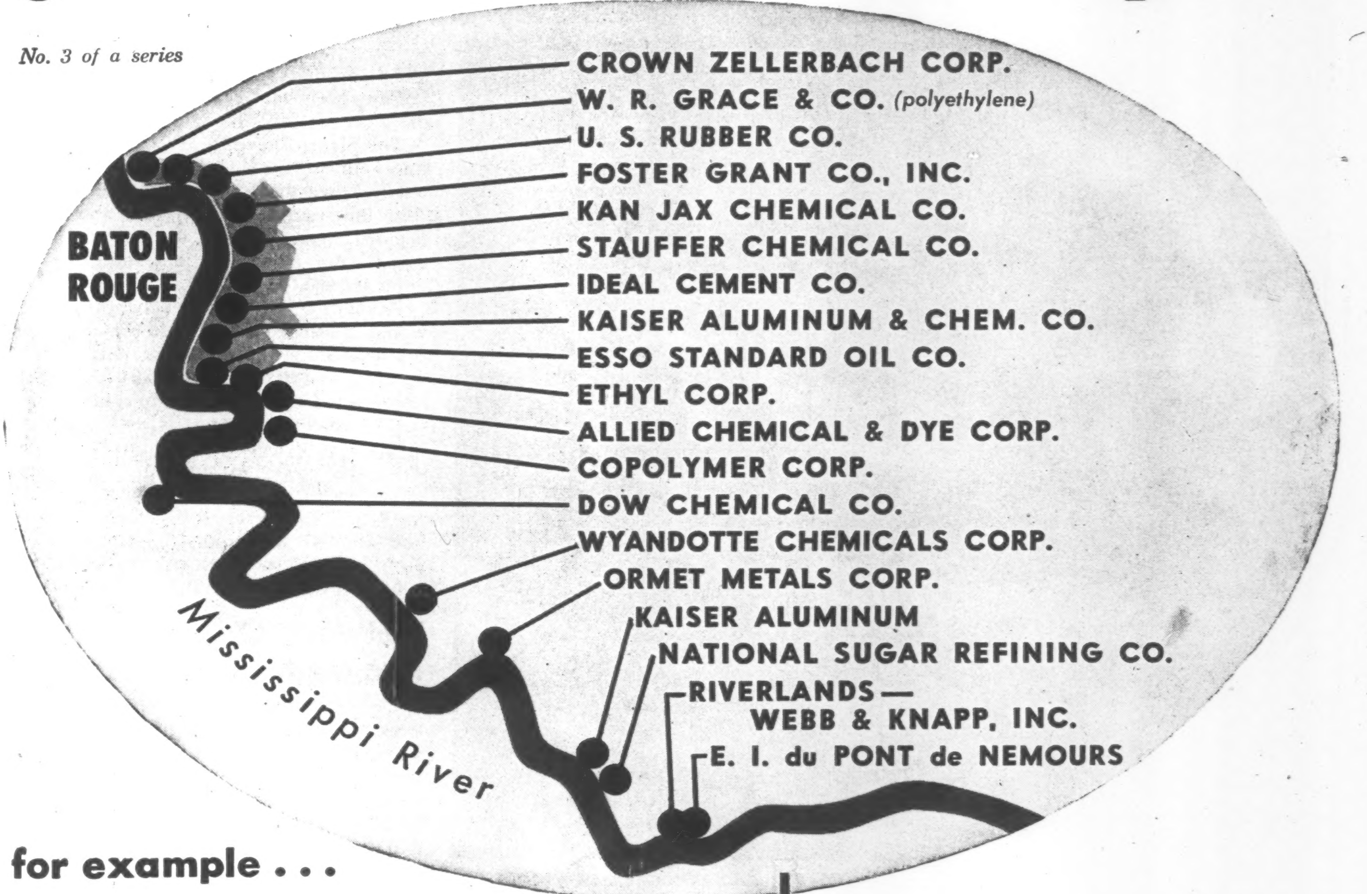
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for example . . .

"ETHYL" Corporation operates world's largest anti-knock compound manufacturing plant in Baton Rouge

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Ethyl Corporation's Baton Rouge plant has produced the tetraethyl lead used to improve more than *450 billion gallons* of motor and aviation gasolines. 4000 employees share a $26 million payroll.

Many of the greatest names in American industry have invested hundreds of millions for new plants in this "empire area" and others are moving in . . . with $254,800,000 in additional plants already scheduled.

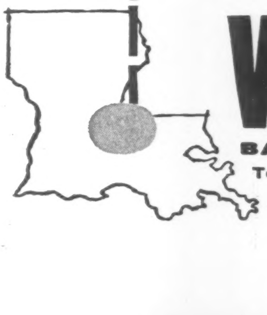
Baton Rouge—State Capitol, deep-water port, home of Louisiana State University—is now *the center of America's fastest growing industrial area!*

Spend more—where there's more to spend

Baton Rouge is the hub of a fabulous area producing prosperity and new wealth from petroleum, alumina, petro-chemicals and many allied industries. Payrolls are at an all-time high!

Here is *spendable income* for advertised products . . . and WBRZ is the key to *more* sales at *lower* cost because . . .

"Only Sunshine reaches more homes in this BILLION DOLLAR MARKET!"



WBRZ Channel 2

BATON ROUGE, LOUISIANA

Tower: 1001 ft. Power: 100,000 watts

NBC-ABC

Represented by Hollingbery

as a way to assure simultaneous nationwide circulation to advertisers. He said the report itself has not supplied the proof needed before the government can be justified in forbidding "this vital element of voluntary network-affiliate relationships."

Several Barrow report proposals to govern multiple ownership and limit station transfers to cash deals drew his criticism. He said a limit of one station to a customer would be approached and added that single-station owners would be jeopardized at license renewal time. "The rules turn the system topsy-turvy," according to Mr. Salant. Newcomers without experience would have preference in applications and transfers and even in renewals, substituting "the weak and inexperienced for those with demonstrated records of service," he explained.

The potential range of network regulation "would seem to be virtually limitless," he continued, affecting network programming, relations with advertisers, and affiliation practices and decisions along with rates and compensation. This would include regulation of must-buy practices, he continued, explaining the report even proposes a rule to require networks and advertisers to permit programs to be carried minus commercials on non-ordered stations "upon reasonable payment by the stations to the network and the advertiser."

Mr. Hayes said the proposal to expose licensees to attempts by new applicants to defeat their license renewals "would be a real threat of protracted litigation for every station every three years. Competitive transfer proposals and cash sales would seriously affect the marketability of stations and delay or even make sales impossible as a practical matter," he said.

The plan to have the FCC impose dollar fines for rules violations, he contended, would "turn the FCC into a police court." The long-range aim of one station per licensee would deprive the network of income from owned stations, affecting program service, he said.

Revamping of affiliate-network practices would substitute a flat requirement of law for what is now a matter of judgment, according to Mr. Hayes. Like Mr. Salant, he objected to the option-time language in the Barrow report and its assumption the practice is evil because it gives the network the power to substitute its program judgment for that of the affiliate. He said the "peril" in the report "is clear, immediate and serious" and holds "a grave threat for each of our stations and for the public which we all serve."

ENTERTAINMENT at Monday night banquet at CBS-TV affiliates conference was among most lavish staged in Washington in recent years. This backstage group includes (l to r) Art Linkletter, emcee; one of the 24 June Taylor dancers who performed; Merle Jones, CBS-TV president, and June Taylor.

COMEDIANS at Monday banquet confer with Mr. Jones before going on. Danny Thomas (l) performed as a single. Phil Silvers (r) appeared in his Sgt. Bilko costume and had with him five regular members of his Tuesday night CBS-TV show.

VOCALIST on program was Patti Page, star of the *Big Record*, who talks here with Hubbell Robinson, CBS-TV executive vice president in charge of programs.

Network Operations, Programs Get Airing

CBS-TV network officials met with executives of their affiliated stations last week to work out operating problems and review ways of providing better program and coverage service. Technical, business and program developments were reviewed at the two-day Washington conference of affiliates (coverage begins page 62).

William B. Lodge, station relations-engineering vice president, opened the review of affiliate-network problems, going into such topics as new contracts, time periods, color tv, tv tape recording and copyright.

Other network speakers included Sig Mickelson, CBS news vice president; John P. Cowden, operations director of advertising and sales promotion; Hubbell Robinson Jr., network program vice president; William H. Hylan, vice president of sales administration, and Edmund C. Bunker, vice president and director of station relations. Top-level topics were handled by CBS Inc. President Frank Stanton and Richard S. Salant, vice president.

The network talks covered details of network and affiliate operations. In turn a group of affiliate spokesmen talked from the standpoint of the station operator. While there were grievances on both sides, the tone of the two-day conference was amiable and much of the time was devoted to the two industrywide crises—pay tv and the FCC Barrow Report.

Station speakers included C. Howard Lane, KOIN-TV Portland, Ore., chairman

MEMO Mon. Jan. 13
To: ML
From ST

Ed Kobak called this morning, and wants to repeat the ad on industry leadership which he ran in our issue of June 17,1957.
Note: Change NARTB to NAB wherever it appears. He also wants 200 reprints.
Bill at one-time rate.

EDGAR KOBAK

341 PARK AVENUE, NEW YORK 22
TELEPHONE: MURRAY HILL 8-2727

Board of Directors
National Association of Broadcasters
Washington, D. C.

Gentlemen:

This not-too-tired, retired director of the NAB would like to submit some thoughts for your consideration that may help strengthen our association and improve the service to the membership and to the broadcasting business, primarily, in the best interest of the listening and viewing public. There is a need for open minds to review where we have been—where we are—and how to get where we are going to be sure we serve the public in the best manner possible. We must live up to our responsibilities as licensees. Here they are in topical form:

1. Separate associations for radio and television.
2. Set up strong program divisions for each association to assist members in program planning and program services. Programs are our number one responsibility.
3. Relocate the main office outside of Washington.
4. Review the work of committees—add new committees—disband those not needed should any have outlived their usefulness.
5. Review financial structure and dues. Do away with discounts for multiple ownership.
6. Review the Code Committee's operation and strengthen where necessary. Self regulation can and must succeed or we will be subject to regulation by default.
7. Hold separate conventions for radio and television.
8. Review public relations activities.
9. Separate Freedom of Information work for radio and television. Speed up work on the manual for station and network operators.
10. Elect chairman for each association from Board membership as at present. Chairmen should not be paid association executives.
11. Be prepared to fight Toll-Radio if this is the will of the members. Toll-Radio will come if Toll-TV gets a test approval.
12. Get out our own Blue Books (select your own color) for radio and television as a challenge to licensees.
13. Review whether conventions should feature a Federal Communications Commission panel.
14. Set up an advisory council for radio and for television.
15. Review the work of relations with government, state and city agencies.
16. Arrange for media research committees to meet with the Advertising Research Foundation to avoid duplication, waste of time and money and association-controlled research. There is danger of setting up research controlled by media without working with advertisers and advertising agencies. Help underwrite this important work through the ARF.
17. Review relations with Radio Advertising Bureau and the Television Advertising Bureau.
18. Give leadership to broadcasters on the subject of editorializing.
19. Set up awards for excellence in key fields of endeavor to inspire people in the business to do better work.
20. Use advertising by the associations to tell our story—to back up publicity and public relations. Help members in this endeavor. We believe in advertising—let's show it as an association by spending money for advertising.
21. Have financial information secured from stations handled by outside audit firm to secure greater response—better facts.
22. Some members resign when they are not happy. They should stick and fight for improvements. When a member is on the outside he can do little to help strengthen the important work to be done.

The foregoing points are only a starter. Ask for more ideas and suggestions to do a better job. Appoint one or more committees to analyze the problems using Board members and non-Board members. Much good work is being done but it has to be better. There is no better time to start than right now to take a close look and to take action. We must raise standards and improve quality. The business ethics of our industry are slipping. We live in a goldfish bowl—let's make it the cleanest and best-looking bowl there is. There is gold in that bowl and to earn it we must do right. And the greatest reward is in serving others well. Let's do a better job.

Sincerely,
Edgar Kobak
Director, WTWA Thomson, Georgia

Oh yes—a P. S. to BROADCASTING—Congratulations on joining the Audit Bureau of Circulations and the Associated Business Publications.

KOSI outstrips 'em all
in Denver!

Hooper and Pulse Agree -
KOSI no. 1 station 6 am - 6 pm

KOSI has captured Denver's buying public! This new twist in radio has shattered the stilted precedent set by old-fashioned stations! KOSI's new era of new ideas is reflected in Pulse ratings of 5.1 average per quarter hour 6 am-6 pm . . . the undisputed No. 1 station overall! Hooper shows KOSI outstripping sixteen competitors with a 22 overall average. No wonder KOSI dominates Denver . . . It's time to see your Petry Man!

KOSI - 5,000 watts
Denver is KOSI-land

SEE PETRY FOR KOSI, Denver and KOBY, San Francisco's No. 1 station overall in Hooper, Pulse, & Nielsen!

MID-AMERICA BROADCASTING CO.

It's
WGVM
Greenville, Miss.
#1 Nielsen—
#1 Hooper
Call Ed Devney

of the CBS Television Affiliates Assn.; P. A. Sugg, WTVT (TV) Tampa; E. K. Jett, WMAR-TV Baltimore; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; Norman Knight, WNAC-TV Boston; F. Van Konynenburg, WCCO-TV Minneapolis; Paul Adanti, WHEN-TV Syracuse, N. Y.; Frank Fogarty, WOW-TV Omaha, Neb.; Tom Chauncey, KOOL-TV Phoenix, Ariz., and John S. Hayes, WTOP-TV Washington. Some of the station delegates spoke at closed sessions.

Resolutions adopted by affiliates at the closed sessions lauded the network and its executives for their operation of the network and for its public service programming efforts. Steps were taken to meet the threat of pay tv and the FCC Barrow Report (see roundup story page 62). Stations pledged greater effort to carry and promote network programs.

Mr. Lodge said CBS-TV has followed a middle-of-the-road policy on color, having spent several million dollars on its development. He explained large-scale color programming could be started quickly and observed that Ampex is preparing a color tape machine to be demonstrated in April at the NAB convention. He outlined steps taken to meet the daylight time problem by use of more than a score of video tape recorders.

Renewal of the ASCAP tv contract for another four years reflects cooperation among stations and the network, he said. A review of current station affiliation and disaffiliation practices included announcement that the network has just published a booklet covering the subject in detail.

Mr. Cowden said the average affiliate ran 46 advertisements promoting CBS programs in the Labor Day-Thanksgiving period, with stations allocating 57% of available spots to promotion of network shows. People no longer stay with one network all evening, he said, one-third swinging from one show to the next.

Merle S. Jones, CBS-TV president, said CBS-TV has 7 of the top 10 evening programs. He added that quick ratings are getting a closer look this season.

Mr. Robinson defended network programming, arguing that the most critical viewer should be able to find two hours of good programming on his set during any given evening. Among current CBS-TV successes, he said, are *Danny Thomas, Have Gun—Will Travel* and *Perry Mason.* He said 19 new program projects are already in the development stage for next season, including a comedy series created by Nat Hiken, of *Sergeant Bilko* fame. It will be titled *The Great Montague,* starring Sir Cedric Hardwick and Vivienne Segal; *Guestward Ho,* starring Jeanne Crain; two comedy melodramas, *Personal and Private,* starring Mickey Rooney and *Collector's Item,* starring Vincent Price and Peter Lorre; a new one-hour western, *Rawhide,* to be produced by Charles Marquis Warren, creator of *Gunsmoke; Rendevous,* an anthology; *Stage Coach;* one-hour Garry Moore

STANTON TEXT BEGINS PAGE 74
AFFILIATE COVERAGE CONTINUES PAGE 79

we deliver 1000 like this* for 31c

*and her family

Much prettier, actually, from a sponsor's point of view, because these ladies *buy!* And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.

WVNJ
WVNJ
620

Represented by:
Broadcast Times Sales
New York OX 7-1696

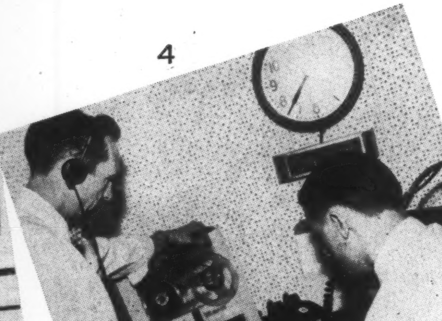
WVNJ

Newark, New Jersey

Radio Station of the Newark Evening News

1

4



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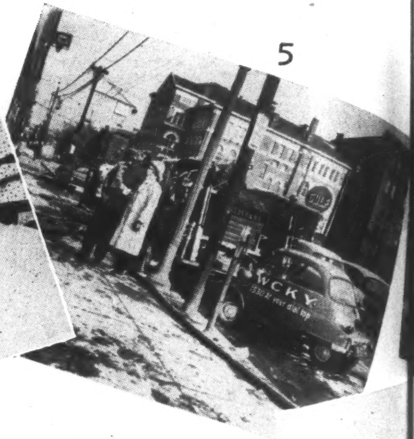


2

3

WCKY

Brings Cincinnati the NEWS-FIRST

With the largest and best staffed radio News department in Cincinnati, only WCKY RADIO provides COMPLETE News service, 7 days a week, with 33 newscasts daily. The WCKY Newsroom is the PULSE of News in Cincinnati, and augmenting the WCKY news Staff, more than tipsters in the Greater Cincinnati area, insure WCKY'S getting ALL THE NEWS — FIRST. So — more people in Cincinnati tune FIRST to WCKY for all the news — FIRST.

1. Portion of WCKY News Dept. with John Murphy, Director, Lloyd Baldwin, Newscaster, Paul Sommerkamp, Sports Director.
2. Lloyd Baldwin broadcasts from studio adjacent to newsroom.
3. Leo Underhill receives tip on news story. Map shows location of regular tipsters.
4. John Murphy and Art Larsen check two way phone story direct from scene of news event.
5. WCKY'S News car on the job at fire, with Sommerkamp covering.
6. Art Larsen, newscaster checks U.P. teletype for national and international news.
7. WCKY covers public events with entry in Jr. C of C cross country air race.
8. Paul Miller interviews Dag Hammarskjold, Sec. Gen. of United Nations (right).

No News Medium but WCKY gives Cincinnati 7 day, 18 hour coverage — so Cincinnati listens to WCKY FIRST for all the NEWS FIRST.

WCK

Good News in the Cincinnati Market — is WCKY NEWS

6

WCKY-J-C
CINCINNATI

7

8

Y

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE *L. B. Wilson* STATION

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!

Television in the missile age: A weapon not to be disarmed

Grave threats to network television are posed by pay tv and the FCC's Barrow Report at a time when the nation's fate depends upon leadership responding to an informed citizenry, CBS President Frank Stanton told CBS-TV affiliates at their Monday-Tuesday meeting in Washington.

Dr. Stanton portrayed the place of tv in the nation's culture and economic welfare in a major analysis of problems facing the industry. He said tv's decade of rapid growth came as the ICBM Age was developing. The moves for legislative experimentation and subscriber service do not find their roots in public demand, he said, adding that "those who would tamper with the structure ought to meet the burden of proof that there is need for these proposals—and that they will constitute a cure and not a fatal dose."

A condensation of his address to the affiliates follows:

The television industry faces an immediate and pressing opportunity for service that it cannot fumble. Not only our national welfare but our national survival is involved. Paradoxically, that opportunity and obligation come to us when we face the most serious and most direct threats to our strength as an industry.

In the wake of the unarguable facts of Russian technological advances, awesomely dramatized by the space satellites, this nation has made the sobering discoveries that it cannot take its own strength for granted and that time is not always on its side.

Here we in the television industry have a primary responsibility. It is providential that television has had a decade of constant growth to bring us to a position where we have a real chance of meeting that responsibility. In the simplest way that I can put it, that responsibility is to use television as fully and as effectively as we know how to help take up the slack that is characteristic of democracies between the time of a need for action and the time of action itself. In the age of the ICBM, only by taking up that slack can a democracy match a dictatorship without imitating it.

For a basic difference between the processes of a dictatorship and those of a democracy is that the dictatorship can move fast, without either the approval of the people or even an explanation to them. In a dictatorship the role of the people is simply to follow orders. In a democracy, on the other hand, the people are directly involved in, and must frequently spark, the decision-making procedure. Without a continuous two-way flow of information, ideas and convictions from the people to its leaders and from the leaders to the people, these democratic processes are frustrated.

In the past we have always had the time, in the face of emergencies, to mobilize in a way that ultimately assured victory. In the age of missiles—when time is reckoned not in months or weeks or even days but in minutes—we do not have the luxury of time. Today there is a new urgency.

Our first and vital job is to speed up and improve the dissemination of the information that is the primary step in the decision-making process; for if there is a failure at that step, the whole democratic scheme will have failed. These new demands for speed, for reaching all the people simultaneously, for immediacy, are put squarely up to us in television.

The net television costs, after deducting all revenues, of this CBS News organization and its operations exceeded $11 million in 1957.

We have tried to bring the American people a deeper understanding of the world and its issues both through hard news programs and through special reports, so that the people can see and make up their own minds about the problems of the world.

Our increased responsibilities require harder concentration and greater emphasis. The task of meeting these responsibilities must fall primarily on the network end of the business. It is only a network which can provide the essentials of immediacy and simultaneity. It is only a network which can reach the people on a national scale and gather the news on an international scale. You at the station level have vital coordinate responsibilities. The overriding need is for all of us to do more. We must inform more people, faster, more effectively, more fully—day in and day out. If we fail in this responsibility, the decision-making start that dictatorships have over democracies may be an advantage which is decisive—and fatal.

No one could be in this industry without knowing very well that the prosperity of this nation rests upon the increasingly effective distribution of goods and services to more and more people. Television, and particularly network television, can, and must, play a major part in the resolution of this distribution crisis. For historically, television has proven its value as an instrument of marketing, and hence of distribution.

Let us just take a quick backward glance to the period—only a little more than a decade ago—immediately following World War II. Peacetime production resumed—and resumed with remarkable rapidity. Our gross national product rose from $209.2 billion in 1946 to $257.3 billion in 1949 to $363.2 billion in 1953 and to an estimated $434.4 billion in 1957.

That was only half the miracle. The other

you need the personal touch to sell in Milwaukee

'Tis not only what you say . . . but how you say it in this business. That's why we insist that, when you send us live copy . . . our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too . . . as much a part of the show as Perry Como or Frank Sinatra . . . and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!

KEY ENTERTAINMENT STATION

BIG 7 RADIO PERSONALITIES: records round the clock . . . 24 hours a day; seven days a week . . .

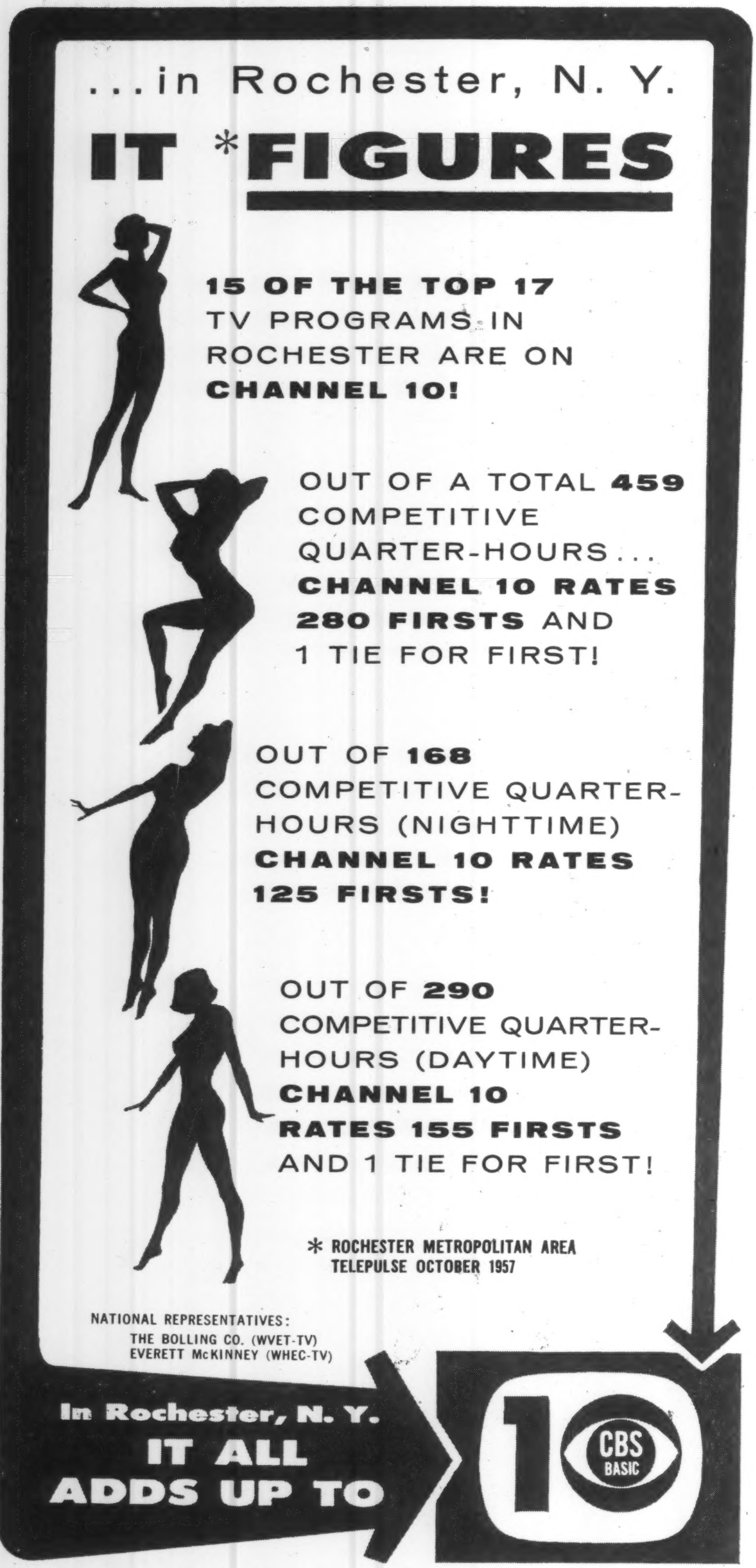
SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; special sports events, 11 sportscasts daily.

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire. Police and Fire Dept. radio, regular daily telephone contacts.

WEMP

5000 watt power at 1250 k.c.

represented wherever you live by Headley-Reed



. . . in Rochester, N. Y.

IT *FIGURES

15 OF THE TOP 17 TV PROGRAMS IN ROCHESTER ARE ON **CHANNEL 10!**

OUT OF A TOTAL **459** COMPETITIVE QUARTER-HOURS . . . **CHANNEL 10 RATES 280 FIRSTS** AND 1 TIE FOR FIRST!

OUT OF **168** COMPETITIVE QUARTER-HOURS (NIGHTTIME) **CHANNEL 10 RATES 125 FIRSTS!**

OUT OF **290** COMPETITIVE QUARTER-HOURS (DAYTIME) **CHANNEL 10 RATES 155 FIRSTS** AND 1 TIE FOR FIRST!

* ROCHESTER METROPOLITAN AREA
TELEPULSE OCTOBER 1957

NATIONAL REPRESENTATIVES:
THE BOLLING CO. (WVET-TV)
EVERETT McKINNEY (WHEC-TV)

In Rochester, N. Y.
IT ALL
ADDS UP TO

10 CBS BASIC

half was the nation's ability to digest this enormous increase in the gross national product. Personal consumption expenditures rose from $146.6 billion in 1946 to $180.6 billion in 1949 to $230.5 billion in 1953 to an estimated $280.5 billion in 1957.

Television, especially network television, played a substantial role in achieving this economic miracle through helping to market the tremendous output of this country's postwar productive facilities. For this same period was the period of television's explosive entry on the American scene. It is more than coincidence that this rise in output and in consumption came with the rise of television from a force of virtually zero at the end of World War II to a force embracing over five hours a day of the time of 42 million families in the United States today.

The role of television in this dramatic economic rise has been recognized by the producers and distributors of our goods and services in the most concrete form possible—through their investment in television advertising. These are hard-headed industrialists who want value received; and the total of the dollars they spent in television increased from almost nothing in 1946 to $57.8 million in 1949 to $1 billion in 1955 and to an estimated $1.3 billion this past year.

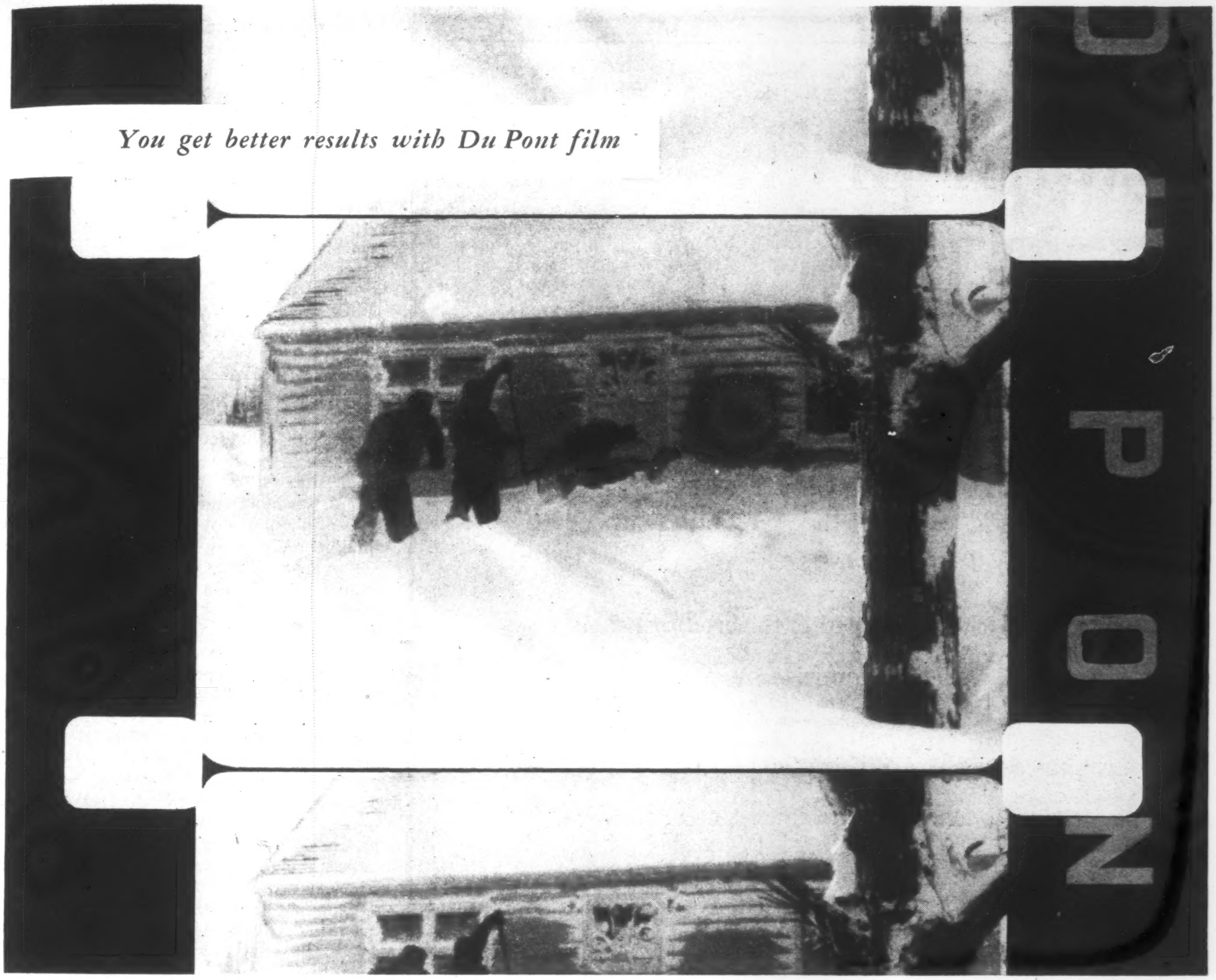
Two Threats to Tv

This industry is entering a time of decision revolving about proposals that would disrupt and seriously weaken the present role of television in our society. These proposals come when the industry faces unprecedented responsibilities. There are two threats to the vitality of our industry. One is pay television, whose official beginnings in the use of the air waves are less than two months away, unless Congress intervenes. The other is the FCC's Study Staff Report.

No matter how vital the role of a television network may be, it is entitled to no immunity from competition or from the normal operation of existing laws or the ethics of our society. We ask no such immunity.

At the same time the stake of all the public, all society, is so large that we ask those who consider these changes to take a searching look at what we are doing and what they are proposing. Let them examine closely and fairly—not in grudging "yes but" sentences scattered in isolation among 1,400 pages of prose but comprehensively—what networks have done, what they are doing, and what they can do. Let them make a fair proposal not only of abstract theories of the public interest but of the actual interest of the public in network television. Let them focus on the public itself—what the public wants and what the public has a right to expect from us, and from them. Let them weigh carefully—far more carefully than they have done so far—whether the service to the public will be strengthened or weakened by their proposals.

Network television has grown so fast and has proven so lusty that our critics and reformers tend to overlook the complexity and



You get better results with Du Pont film

The above photograph is an enlargement of a 16 mm. filmclip from the actual newsreel.

Volunteers working to get a woman to the hospital to have a baby. Newsreel was shot on Du Pont 931.

"There's no film on the market like 931"

says Don Lick, North American Film Corp., Erie, Pa.

North American has covered a number of stories for Erie's WICU-TV, including a recent blizzard, and has wide experience in filming commercials for TV, both live and animated.

"When we opened our film service in 1953, I searched the market for a really versatile film," says Mr. Lick. "We have found that Du Pont 931 is superior in its latitude and ease of handling to any other film available.

"Our business often requires us to demand film shipments on a 24-hour notice when a big story is breaking. When film is needed, all we have to do to insure delivery is to contact our Du Pont Technical Representative. His service—frequent calls—is another reason why we use Du Pont film exclusively."

Many TV cameramen are using Type 931 for all shooting requirements. They simply carry a few neutral density filters (.25, .50 and .75) with them to adjust daylight exposures to the meter reading.

For more information, write our nearest sales office or Du Pont Photo Products Dept., Nemours Building 2420-2, Wilmington 98, Del.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

With pride and humility,

we enter our fourth decade in business this year. (1928-1958)

Looking back, we recall the many occasions where we have helped place competent broadcasters in properties which they have developed to the credit of their predecessors and their communities.

Looking ahead, we are confident that similar opportunities will come to us in an active business of "buy and sell".

Our devotion to and confidence in the TV-Radio business grows with every working day. The contacts maintained with owners and other executives are an inspiration to do a better job for an industry that merits the best.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. NAtional 8-1990
NEW YORK 60 East 42nd Street MUrray Hill 7-4242
CHICAGO 35 East Wacker Drive RAndolph 6-6760
DENVER 1700 Broadway AComa 2-3623

delicacy of the mechanism. With the rate of growth of the last years, it may give the illusion of invulnerability and indestructibility.

There is a softness in the national economy. We begin this year 1958 optimistic, but realistically aware that this softness may well be felt in television networking. We shall have to work, and work hard. We must never forget—although outsiders overlook it—how significantly the loss of a single half-hour in prime time can affect network profits. Loss of a half-hour a week for a year can cost a network almost $3 million: $1.3 million in time revenues—out of which the network must support all its entire organization, its programming, its news and public affairs and other activities—and $1.6 million that it must—except perhaps in marginal time—spend in order to maintain its overall schedule and its service to affiliates.

It is plain that it takes only a relatively small amount of sponsorship loss to wipe out a network's profits. This instability of network profits is in sharp contrast with the comparative stability of station profits. When a network sponsor is lost, the station loses only a relatively small amount; and it can either sell the time period itself, thus making up the loss of station payments, or, at worst, it can take the network service, thus saving itself the cost of programming.

Even in years of maximum network profits, the profits of a network's handful of owned stations come close to matching those of the network. In 1957 the total net profits of as few as eight or nine of our largest affiliates exceeded the total net profits of the network.

Chipping away at the current structure of television networking is bound adversely to affect the service which the network can provide to its affiliates and to the public. This is why pay television and the proposals of the Study Staff Report pose such ominous threats to the continued maintenance and expansion of the functions which the times today so urgently call upon television networks to perform.

Draining Away the Vitality

First, if, as pay television's proponents claim, it should prove commercially successful, it seems clear that it would drain the vitality from free network television. Over-the-air pay television would necessarily black-out free television from a channel while it is broadcasting the scrambled signal; a station cannot simultaneously broadcast a pay signal and a free signal. As programs and audience are drawn away from free television, circumstances may well force affiliates, as a matter of self-protection, to turn to pay television. As this occurs, the stations would, of course, be unavailable as outlets for free network broadcasting. And without a nationwide aggregate of outlets, there is no network.

The effects of the black-out are further compounded by the siphoning effects of pay television. It takes the quarters and half-dollars of only a small minority of the audience to provide the pay television promoters with a war chest large enough to attract away the talent—the performers, the producers, the writers, the creative people who provide programming for network television. Thus, the audience is fragmented; free television's coverage is fatally narrowed; and at the very moment of greatest need, its programming creativeness on which network television is so heavily dependent, is drawn away.

In these circumstances, network television as we know it today, cannot survive if pay television is successful. The American economy is deprived of an important instrument of marketing. A source of entertainment and of information is hijacked from the American public. This is not a matter of lack of confidence in the strength and resilience of free network television. It is just a matter of economic and electronic facts which are inescapable.

The Study Staff Report poses threats from a different direction but of, perhaps, even greater gravity. I do not believe its authors intend to cripple television networks. But I do believe that the very nature of this business of television networking—the delicacy, the vulnerability of its profit structure which I have just described—is such that the combination of such proposals as the unlimited regulation of networks, the reduced ceiling on network ownership of stations, and the elimination of option time, would critically hobble television networking as it is today, and stunt any possible growth.

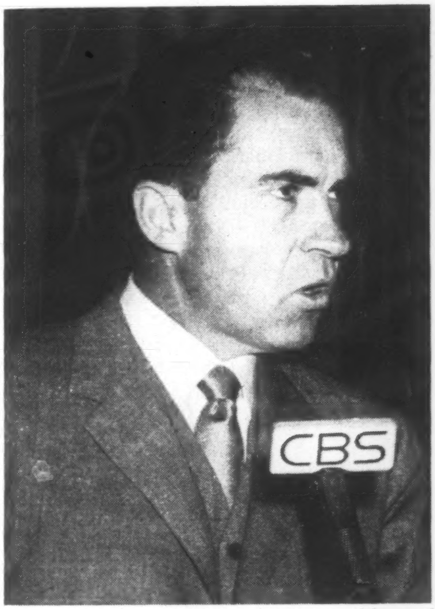
Let us take, for example, the proposal broadly to regulate networks—in their relations with affiliates and advertisers and in programming. The responsibility for the delicate and exacting task of putting together the most efficient network unit in terms of affiliates and program structure would, under the Report's proposal, be divided between the network and the Federal Government. This can only mean a less effective advertising medium. And that means less income. And less income means less programming service—in quantity and quality.

The elimination of option time would have the same effect. The report expressly contemplates that less clearance will result. It does not take many half-hours per week, as we have seen, to wipe out the network profits altogether. And every loss of a half-hour compels us, as prudent businessmen, to review our plans to see where we can and must cut our service.

That is why it is impractical to consider a so-called compromise of cutting nighttime option time down from 3 hours a night to, let us say, 2½ or 2 hours. I must assume that such a proposal means what it appears to mean—the ultimate loss of sufficient clearances to attract network advertisers during 3½ to 7 hours of prime time a week. And if network service is to continue during those periods to satisfy the demands of the great majority of affiliates, 3½ to 7 hours a week translates to a loss of $10½ million to $21 million a year.

We can afford no such loss—not if we are to maintain and improve network service, not if we are to meet the demands of our society.

The same considerations apply as well to the question of limitation on ownership of stations. There, too, it is simply a matter of economics. If our major source of stable income is taken away, or significantly reduced, we would have to do what any sensible businessman would do: pull in our belts. News and public affairs would become the immediate victims of any such proposal.



VICE PRESIDENT *Richard Nixon addressed CBS-TV affiliates at lunch Monday, said radio and television had "tremendous power" to inform the public and might be entering an era in which "information is going to increase and entertainment perhaps to the same extent will be reduced."*

MAJORITY LEADER *Lyndon Johnson (D-Texas) of the Senate delivered important policy speech at CBS-TV affiliates' Tuesday lunch. He called for non-partisan program of space development, in cooperation with United Nations. Sen. Johnson's wife has interests in KTBC-TV Austin and KWTX-TV Waco, both CBS-TV affiliates.*

If any industry has had a direct stamp of public approval, television, with its 42 million families viewing over five hours a day, has had such approval. These insistent moves for experimentation seem almost inexplicable. They do not find their roots in any public demand. They are not justified by any disease which calls for such drastic cures.

At the very least, those who would tamper with the structure ought to meet the burden of proof that there is need for these proposals—and that they will constitute a cure and not a fatal dose. They have not begun to meet such a burden of proof.

END

CBS-TV AFFILIATES

Continues from page 70

variety show, and *Front Office*, a big business series featuring Ralph Bellamy.

CBS spent over $11 million in the field of news, informational and educational programming, he said. As to daytime programs, he said CBS-TV is moving aggressively and he called on stations to carry these programs on a regular basis.

Mr. Mickelson reviewed the worldwide activities in the news and special events field. He said he did not entirely agree with Vice President Richard M. Nixon's Monday luncheon statement that news programming will increase and entertainment programming will decrease. He felt both types will draw increased audience interest.

Describing the *Douglas Edwards Show* as the "greatest single communications medium in the world," he explained the program reaches 7 to 8 million homes or 14 million persons daily, and 34 million different people in a week. He discussed sports plans, including the Sunday major league telecasts scheduled to start in June. This plan has drawn criticism but he said there was no intention to withdraw. He added that affiliates should support local ball clubs.

Mr. Hylan pointed out that the day of the advertiser waiting list has passed. With recession talk, he said, costs are up and profits down. This is reflected in "a distinct attitude of caution" on the part of companies in their advertising expenditures. In addition, he said, sponsors are becoming reluctant to make long-term commitments, especially in the case of new film programs. This in turn could lead to a trend toward live programs unless film purveyors provide greater initial flexibility, he said.

Program ratings are tools for professionals, he said, criticizing "amateurs who can't see beyond the top 10" and noting that many factors beside ratings are involved in successful programs. He cited the problems inherent in the present system of contract notification, with only 45 days notice prior to date of cancellation. It isn't easy, he said, to find prospects with $2½ million or more who will sign up quickly.

Mr. Adanti proposed a formula that would replace some of the daytime 20-second spots for local sale with one-minute spots. The plan was referred to the affiliates board. Mr. Fogarty proposed the network provide more sports programs, notifying stations earlier and specifying "realistic prices."

Mr. Jett urged stations to carry more sustaining programs, holding the network needs this incentive and adding that it will build public respect for broadcasting. Mr. Rogers reviewed network publicity and promotion practices, and asked for earlier mailing of publicity material. He said plain packaging was adequate, belittling the fancy kits sometimes sent out by the network. Mr. Rogers proposed the network hold annual clinics for station promotion and publicity people.

Tv client sales will get tougher, according to Mr. Knight. He said there was an almost complete stoppage of new clients entering television plus new thinking by old clients about the way their tv dollars are spent. He lauded the quality of CBS-TV promotion and exploitation.

Mr. Van Konynenburg recalled that WCCO-AM-TV gave employes shares of CBS Inc. stock for Christmas gifts. He proposed the network provide early-morning and late-night programming to meet competitive schedules. He suggested the network have traveling teams available for local program clinics, with stations paying costs.

Mr. Sugg said the industry should reevaluate its liaison with Congress and the government, questioning the depth and calibre of present political communications. The whole subject of government relations was reviewed by affiliates Tuesday at two closed meetings. Mr. Sugg is conducting an informal study of the problem.

Banquet entertainment included Art Linkletter as m.c.; Phil Silvers and platoon; Patti Page and choral group; Danny Thomas and a 24-girl line of June Taylor dancers. Hank Sylvern directed a 25-piece orchestra. Lester Gottlieb was producer with Vic Allan associate producer.

CHAIRMAN of CBS-TV affiliates advisory board is Howard Lane, KOIN-TV Portland, Ore., presiding here at opening session of the conference.

TV NETWORKS TO TOP $500 MILLION FOR '57

The tv networks' gross time charges in 1957 will total well over $500 million, it was indicated last week by release of an 11-month (January-November) compilation by Publishers Information Bureau.

Tv network billing hit more than $466.5 million for the period covered, according to PIB, a gain of 5.2% over the mark reached for the same 11 months a year previous. For the month of November, gross time charges were up 9% over that month in 1956—a total for last November of more than $48 million. CBS-TV led the three networks, billing more than $21.4 million at gross rates, a gain of 8% over that month in 1956. NBC-TV was up 5.2% with over $18.5 million in gross time charges for November, and ABC-TV increased its November showing in billing of 22.1%, compiling a total of over $8 million.

In the 11-month period, ABC-TV was up 6.3%, CBS-TV 7% and NBC-TV 2.6%.

November was the second highest billing month in the year—October topping it by about $1 million. This held true for each of the networks.

The PIB tabulation of gross time charges for November 1957 compared to November 1956 and the total 11 months of each year:

1956-1957 COMPARISON

	November 1957	November 1956	% Change	Jan.-Nov. 1957	Jan.-Nov. 1956	% Change
ABC-TV	$ 8,079,932	$ 6,619,109	+22.1	$ 74,456,638	$ 70,026,679	+6.3
CBS-TV	21,449,468	19,866,463	+ 8.0	217,346,635	203,124,982	+7.0
NBC-TV	18,511,686	17,593,056	+ 5.2	174,698,900	170,254,402	+2.6
	$48,041,086	$44,078,628	+ 9.0	$466,502,173	$443,406,063	+5.2

JANUARY-NOVEMBER 1957 TOTALS

	ABC-TV	CBS-TV	NBC-TV	Total
January	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
February	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
August	6,134,380	18,240,823	14,473,677	38,848,880
September	5,704,888	19,935,115	15,286,270	40,926,273
October	8,093,724	22,421,673*	18,752,891*	49,268,288*
November	8,079,932	21,449,468	18,511,686	48,041,086
	$74,456,638	$217,346,635	$174,698,900	$466,502,173

* Revised as of January 14, 1958.

ABN Signs Three New Clients For Total of 20 in Five Weeks

Three new advertisers, Dodge division of Chrysler Corp., Gillette Labs. division of Gillette Co. and Florida Realty Bureau, have signed for American Broadcasting Network programs, bringing to 20 the number of new advertisers signed in the past five weeks, it was announced Tuesday by Thomas C. Harrison, ABN vice president in charge of sales.

Dodge division purchased *Late News* (Mon.-Fri. 7:55-8 p.m.) through Grant Adv., New York. Florida Realty Bureau is sponsoring a segment of the *Herb Oscar Anderson Show* (Mon.-Fri. 10-10:55 a.m.) through Stuart Schwartz Inc. and Gillette has signed for participations in *Herb Oscar Anderson Show*, as well as *Jim Reeves Show* (Mon.-Fri. 1-1:55 p.m.); *Jim Backus Show* (Mon.-Fri 2-2:55 p.m.), and *Merv Griffin Show* (Mon.-Fri. 7:15-9 p.m.) in addition to four *Late News* broadcasts on Monday, Wednesday and Friday. Gillette also will sponsor *People in the News* (9:55 p.m.) on those days and *Weekend News* on Saturday. Gillette orders, starting Feb. 2, were placed through North Adv.

ABC-TV Sets Affiliates Huddle

ABC-TV affiliates will be invited to meet with network executives in Los Angeles April 25, the Friday before the opening of the NAB Convention in that city. On Saturday, the station men and their wives will be the guests of the network at Disneyland.

During the Friday meeting, Oliver Treyz, vice president in charge of the ABC-TV Network, will give the affiliates a run-down of the network's programming for the 1958-59 season.

Grabhorn to MBS Sales Staff

Appointment of Murray Grabhorn, formerly an account executive with the American Broadcasting Network, to the sales staff of Mutual was announced last week by Sidney P. Allen, MBS sales vice president. Mr. Grabhorn was vice president for owned and operated stations of ABC from 1942 to 1952 when he resigned to serve on the sales staff of Avery Knodel Inc. and the Edward Petry Co. He rejoined ABN last year as an account executive. Another addition to the Mutual staff is Eugene Fitts, who has been named to the newly-created post of director of station services. Mr. Fitts has been a freelance producer-director since last June and earlier was associated with MBS for ten years as continuity acceptance director, program director for WOR New York (then owned by the network) and an executive producer for Mutual.

MR. GRABHORN

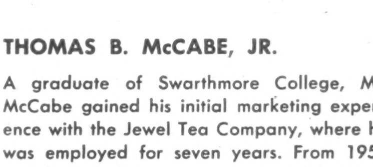
". . . everything from point-of-sale to broadcast media selection . . ."

says **THOMAS B. McCABE, JR.**
Director of Advertising
Scott Paper Company

"I feel that Advertising Age is an outstanding trade publication. Its fast reporting of major events in the advertising and marketing world is of invaluable help to all of us who are concerned with these activities on a day-to-day basis. The feature section has given us ideas here at Scott in connection with everything from point-of-sale material to broadcast media selection."

THOMAS B. McCABE, JR.

A graduate of Swarthmore College, Mr. McCabe gained his initial marketing experience with the Jewel Tea Company, where he was employed for seven years. From 1950 until he left the company to attend Harvard Business School in 1952, he was assistant to the Jewel advertising director. Mr. McCabe joined Scott Paper Company's marketing research department when he graduated from Harvard in 1954. The following year, he was named assistant to the distribution committee, and in 1956, transferred to Scott's advertising department as retail product group manager. In the latter position he was responsible for the marketing and advertising of the company's household paper products. Mr. McCabe was named director of advertising in 1957. "What leisure time seems to be available," this busy young executive says, "I devote to my family, tennis, and somewhat amateur efforts at photography — in that order."



1 Year (52 issues) $3

Keeping up with what's new in the marketing world is given top priority by most of advertising's decision-makers. Small wonder then, that most of the executives who are important to you—those who *influence* as well as those who *activate* major broadcast decisions—look to Advertising Age for "invaluable help." For here in one package, they find not only the news and trends of their fast-moving field, but timely sales messages about markets and media.

At the Scott Paper Company, for example, television receives the lion's share of the company's advertising budget. During the first half of 1957, the 77-year-old firm allocated more than $2,000,000 to promote its napkins, facial tissues and other products on tv. Every Monday, *16 paid-subscription copies of Ad Age* keep Scott executives up with the changes and developments affecting them. Further, *470 paid-subscription copies* blanket the agencies handling the paper company's accounts, J. Walter Thompson Co. and Ketchum, MacLeod & Grove, Inc.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

UP TO THE HILL IN TRENCHCOATS

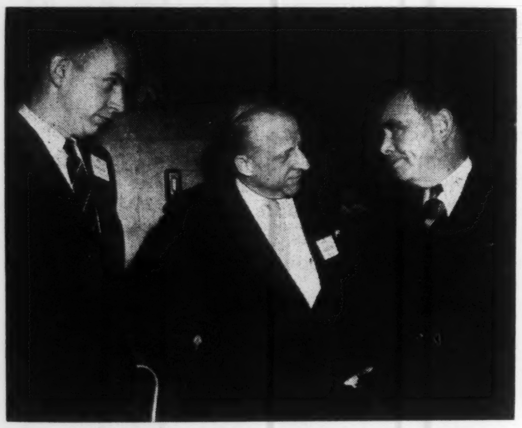
NBC foreign correspondents, home for annual network roundups, checked into Washington for a quick domestic assessment before returning to the four corners. On a one-day assignment Jan. 11 they met with Vice President Richard M. Nixon, Cabinet members, leaders of Congress and other U. S. officials.

Later the overseas newsmen were honor guests at a Statler Hotel reception. There they were toasted by Secretary of State John Foster Dulles, House Majority Leader John W. McCormack (D-Mass.), House Minority Leader Joseph W. Martin Jr. (R-Mass.), Senate Minority Leader William F. Knowland (R-Calif.), and others in a crowd that flocked from both Houses on the Hill, the Pentagon, State Dept. and other federal agencies.

Robert E. Kintner, executive vice president of NBC, with William McAndrew, director of NBC News, and Washington newsmen, accompanied the overseas group that included Joseph C. Harsch, senior European correspondent; Frank Bourgholtzer, Vienna; Leif Eid, Paris; Welles Hangen, Cairo; Irving R. Levine, Moscow; Edwin Newman, Rome, and James Robinson, Tokyo.

MEETING *with the vice president: (l to r) correspondents Bourgholtzer, Eid, Newman, (NBC News Director) McAndrew, Robinson, Harsch, Levine and Hangen at Mr. Nixon's headquarters on Capitol Hill.*

SENATE *Democrats, Mike Mansfield (Mont.) (c) and Hubert H. Humphrey (Minn.) (r), talk to Mr. Levine.*



THE *House minority leader, Rep. Martin (r), is interviewed at the Statler reception by Mr. Hangen (l) and Mr. Harsch (c).*

MR. DULLES *emphasizes a point for (l to r) Messrs. Harsch, Bourgholtzer, Newman, McAndrew and Kintner. Mr. Dulles' colleague, Assistant Secretary of State Andrew Berding, also was at the party.*

Morgan Charges ABN Breached Contract, Sues for $375,000

A $375,000 breach of contract suit has been filed against ABN by William S. Morgan Jr., vice president and general manager of KLIF Dallas, whose appointment as ABN programming vice president was called off last summer.

The $375,000 sum, according to the complaint, is based on a profit-sharing contract plus a stipulated salary of $50,000 a year for three years. The alleged commission arrangement is desbribed as ¾ of 1% of ABN net profits before federal income tax. The suit was filed in the United States Court for the Southern District of New York.

ABN had no immediate comment.

Network officials announced Mr. Morgan's appointment last May, to become effective June 1 [NETWORKS, May 27, 1957]. Subsequently, there was a switch in plans [CLOSED CIRCUIT, June 10, 1957]. Officials said "certain unforeseen developments" made the original plan "impractical from the point of view of both parties, and it was deemed best to recognize this at the outset. . . . Our very best wishes are with [Mr. Morgan]" [NETWORKS, June 17, 1957].

Mr. Morgan, who alleges he had given up his job and was in New York when the decision was reversed, returned to the McLendon organization, which owns KLIF, as assistant to President Gordon McLendon; then he moved to KIXL Dallas, and last month returned to the vice presidency and general managership of KLIF.

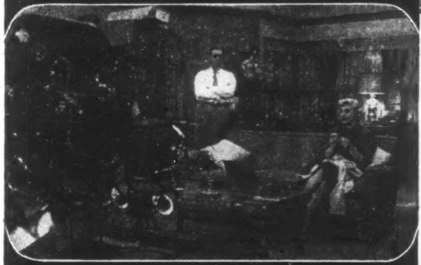
WSRS Becomes ABN's 303rd

WSRS Cleveland has become the 303rd affiliate of the American Broadcasting Network, it was announced Thursday by Samuel R. Sague, president and general manager of the station, and Edward J. DeGray, vice president in charge of stations for ABN. The station is owned by WSRS Inc. and operates with 250 w on 1490 kc. WSRS succeeds WJW there as ABN affiliate.

NETWORK SHORT

KMOT-TV Minot, N. D. (ch. 10), has joined NBC as primary optional affiliate.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

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85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

a great new Joplin
MARKET
created for you by
KODE-TV

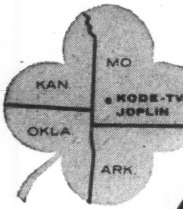
136,547 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population

*NOW 28% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH

* Television Magazine Set Count, July, 1957

You'll have more luck with **KODE-TV-JOPLIN, MO.**

316,000 WATTS Designed Power CBS/abc
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis



KANSAS 12 KODE TV MISSOURI ARKANSAS OKLAHOMA

Harry D. Burke, V. P. & Gen'l Mgr.
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A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WPAR, Parkersburg • WBOY, WBOY-TV Clarksburg • WPIT Pittsburgh

on their way to Sesac Subscribers

SESAC
TRANSCRIBED
LIBRARY

Series "N" NOVELTIES
N-2101 ● JAZZ CLASSICS
DON REDMAN
AND HIS ORCHESTRA
featuring
COLEMAN HAWKINS
and a host of jazz greats

SESAC
"the best music in America"
THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

NBC-TV Promotes Scott To V.P. Heading Sales

Promotion of Walter D. Scott to vice president in charge of NBC Television Network Sales, succeeding William R. (Billy) Goodheart Jr., is being announced today (Mon.) by Robert E. Kintner, executive vice president in charge of tv network programs and sales.

Officials also confirmed that Davidson Taylor, public affairs vice president, has resigned effective Feb. 1. His successor was not announced.

Don Durgin, vice president in charge of sales planning for NBC-TV, is being named to succeed Mr. Scott as vice president and national sales manager for the television network. Dean Shaffner, director of sales planning, will take over Mr. Durgin's current duties. The changes become effective Feb. 1, date of Mr. Goodheart's departure.

Before joining NBC Messrs. Durgin and Shaffner both were vice presidents of ABC, which was headed by Mr. Kintner before he himself moved to NBC.

Mr. Goodheart, a co-founder of Music Corp. of America who came out of retirement to join NBC, was said to be planning to go to Phoenix, Ariz., to consider several personal business proposals. He joined NBC in May 1956 and became vice president for television network sales the following September.

MR. SCOTT

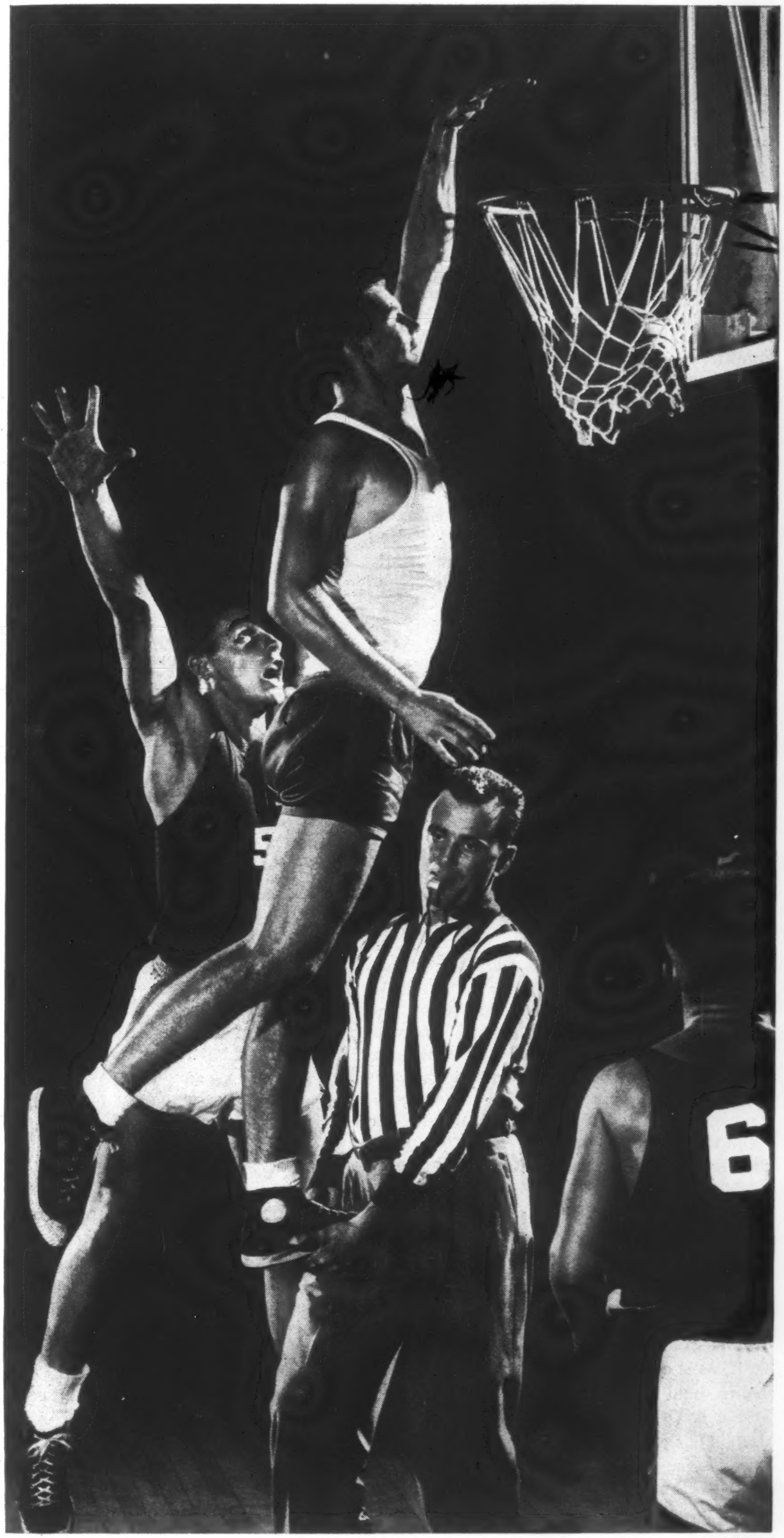
MR. DURGIN

Mr. Scott joined the NBC sales department in 1938. He became eastern sales manager in 1949, was named administrative sales manager in 1951, and was elected vice president and national sales manager in December 1955.

Mr. Durgin joined NBC in March 1957 after serving as vice president in charge of the ABC Radio Network (now ABN). He started with ABC as a television sales presentation writer in 1951 and subsequently served as head of research and sales development for both radio and television before becoming radio vice president in 1955.

Mr. Shaffner moved to NBC in May 1957. He had been vice president in charge of research and sales development for ABC Radio.

Mr. Taylor, who was said to be considering independent offers, has been with NBC since January 1951. Before that he was with CBS, where he served as vice president and director of public affairs and vice president and program director. He started in radio as an announcer with WHAS Louisville in 1929.



Would you call this fair play?

Referee gives "Visitors" a boost —"Home" team has to score on its own. What kind of a game would *that* be?

Ridiculous—yet you and most people face that same kind of unfairness all the time with some of your taxes. These are the taxes you pay in your electric bills.

About 23 cents out of every dollar you pay for electricity goes for taxes. But a strange twist in federal law exempts several million American families and businesses from paying all the taxes in their electric bills that you pay in yours. These are people whose electricity comes from federal government electric systems. You have to help make up the taxes these people don't pay.

Most Americans feel that everyone should pay his fair share of taxes. Don't *you* agree that this special tax favoritism should be made more widely known and given critical study?

*Company names on request through this magazine

America's Independent Electric Light and Power Companies*

HARRIS REINS IN MOULDER PROBE

- **Attack on FCC sidetracked for 'general' hearing**
- **New direction taken after 'bitter' executive huddle**

A collective sigh of relief was breathed last Tuesday at the FCC after Rep. Morgan M. Moulder was stymied—at least temporarily—in his plans to launch a no-holds-barred investigation of the FCC.

Instead, Rep. Moulder's Legislative Oversight Subcommittee will begin "general" hearings Jan. 27 of practices and problems common to six federal regulatory agencies, including the FCC. The subcommittee's decision came after what was described as a "bitter but bloodless" 5½-hour executive meeting last Monday.

A wide split had developed within the House body over what course the committee would follow in its hearings. One faction, led by Rep. Moulder and Dr. Bernard Schwartz, the committee's chief counsel, reportedly was anxious to open a double-barrelled attack on the FCC. Prime targets were charges of "misconduct and malfeasance" by members of the Commission. In fact, less than two weeks ago Rep. Moulder announced the FCC, in all probability, would be the committee's first target [GOVERNMENT, Jan. 13].

REP. HARRIS

The second faction felt, in no uncertain terms, that this line of investigation would not follow the announced purpose of the Committee—to determine if the agencies are administering the laws as Congress intended. Despite repeated denials, it is known from several sources that Rep. Oren Harris, chairman of the parent House Commerce Committee, played a major role in sidetracking Rep. Moulder's plans.

Also expressing approval with the committee's action last week was House Speaker Sam Rayburn (D-Tex.), who was responsible for the subcommittee's being formed in the first place. On Tuesday, Speaker Rayburn told newsmen the Moulder group now is "on the right track. This is no pin-pricking outfit, and it was never the purpose of the subcommittee to find out who bought dinner for whom."

At a 5 p.m. press conference last Monday, Rep. Moulder stressed "that there is no controversy [within the committee and between himself and Rep. Harris] whatsoever. The chairman of the full committee is assisting us in every way possible. I hope there will be no apprehension about the investigation to be conducted." He said the objectives of the committee will be fulfilled and that there is no foundation for the idea that any attempt will be made to conceal information.

Rep. Harris also was present for the press conference and repeated that he, and not Rep. Moulder, would issue any subpoenas for the subcommittee. He said he would authorize any subpoenas he felt justified. "It has been my attitude to cooperate in every way," Rep. Harris stated.

What use will be made of answered questionnaires detailing gifts commissioners of the six agencies have received has not been determined, Rep. Moulder stated. He still has the answers and other members of the committee have resisted efforts to designate them for use of the staff. The questionnaires, mailed last October [GOVERNMENT, Oct. 14, 1957], gave the first indication of what was to come and caused the initial split within the committee.

"Some question has arisen about our staff," Rep. Moulder acknowledged. "We have a very fine and splendid staff and Dr. Schwartz is doing a great job," he said. That other members of the committee do not share the chairman's opinion of the staff and Dr. Schwartz is an open secret, however. A major point of contention at last Monday's meeting was a memorandum on suggested procedures prepared by Dr. Schwartz.

REP. MOULDER

According to one member, Dr. Schwartz' recommendations generally were not followed in the committee's action, which indicates the staff director's ideas have been shelved, at least for the time being.

The committee's course was set by two motions offered by Rep. John J. Flynt Jr. (D-Ga.). One sets the hearing date and purpose and the second outlines areas to be covered. They were offered as substitutes for a motion made by Rep. John E. Moss (D-Calif.) and were adopted "unanimously," according to Rep. Moulder. Following last Monday's lengthy meeting, Rep. Joseph P. O'Hara (R-Miss.), a leader of the anti-Moulder faction, said: "I'm satisfied with what we have done today."

The general hearings currently are scheduled for three days, beginning a week from today (Monday), but Rep. Moulder said the committee anticipates they will run longer. Order of appearance of the six agencies has not been determined.

If, as is expected, the pay tv hearings now being held by the Commerce Committee (see page 31) have not been completed by Jan. 27, they will be postponed until Rep. Moulder's group has completed its first round of hearings, Rep. Harris said last week.

Rep. Moulder said he hopes to start hearings on specific agencies "as soon as possible after the general hearings." It is understood he also hopes to follow his original plans when the FCC hearing is called.

The text of Rep. Flynt's two motions:

(1) "In order to determine whether or not the Civil Aeronautics Board, Federal Communications Commission, Federal Power Commission, Federal Trade Commission, Interstate Commerce Commission and Securities & Exchange Commission are administering their respective statutes without departure from the intent of the Congress in enacting such statutes, the Subcommittee on Legislative Oversight has decided first to examine a few important areas of inquiry common to all or a majority of the Commissions. Such areas for inquiry common to all or a majority of the Commissions should disclose whether or not there has been variation from the intent of the Congress in the respective statutes administered.

"The hearings will begin on Jan. 27, 1958.

(2) "The hearings scheduled to begin on Jan. 27, 1958, shall present a general survey of the work of the Civil Aeronautics Board, Federal Communications Commission, Federal Power Commission, Federal Trade Commission, Interstate Commerce Commission and the Securities & Exchange Commission.

"Questions to be presented at these hearings should be directed towards but not limited to the following:

"(1) Powers given by enabling statutes; (2) their possible inadequacies; (3) attempts to ameliorate these by agency rules; (4) status with respect to executive branch; (5) status with respect to legislative branch; (6) status with respect to judicial branch; (7) general discussion of agency functions: (a) licensing; (b) rate-making; (c) cease and desist power; (d) subsidies; (8) functions of commission in quasi-legislative matters; (9) function of commission in quasi-judicial matters; (10) changes in areas regulated."

ACLU Asks Hill Study Of Broadcast Spectrum

The American Civil Liberties Union today (Monday) will urge Congress to make a "full evaluation" of the broadcasting spectrum, concentrating on the ways additional channels "can be opened up to meet the public's need for diversity of information and opinion in radio-tv programming."

The union's appeal is contained in letters sent to Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairmen respectively of the Senate and House Interstate & Foreign Commerce Committees. The letters are signed by ACLU Executive Director Patrick Murphy Malin and Thomas Carskadon, chairman of the ACLU radio-tv panel.

The ACLU statement praised both the reports of the special counsel of a Senate communications subcommittee* and one prepared by the special FCC Network Study Staff as "helping to awaken the American public to the tight control exercised by the networks over American broadcasting." But

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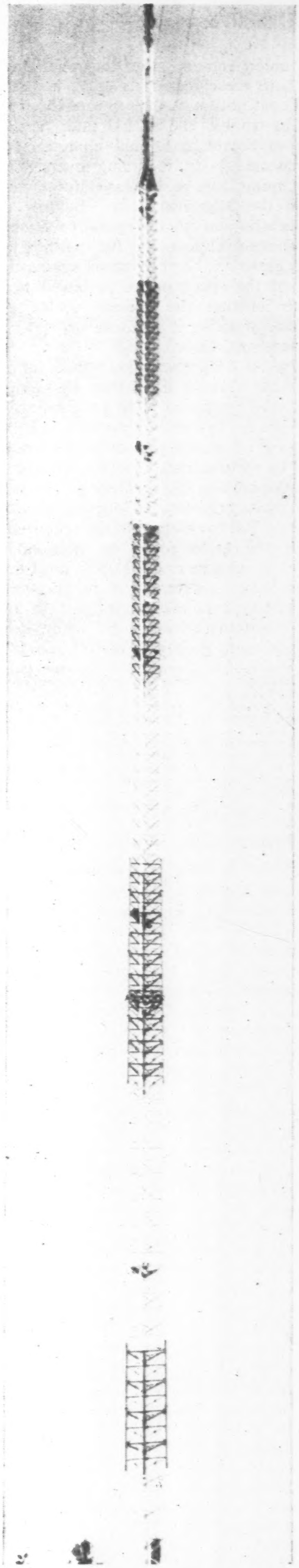
* See footnote page 88.

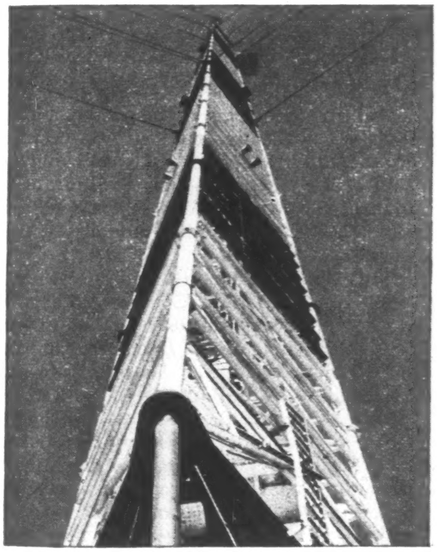
USS "T-1" Steel cuts cost 15%

in 1,199-foot TV Tower



THIS is the new 1,199-ft. WBZ-TV transmitting tower near Boston, Massachusetts. It's unique because up to the 838-ft. level its legs are of USS "T-1" Steel, a constructional alloy steel so strong that it enabled significant savings to the tower owner. This structure was designed and built by Dresser-Ideco for Westinghouse Broadcasting Co.

WBZ's tower presently supports a 6-bay channel 4 antenna, but future plans call for it to carry plenty of additional weight; pending FCC approval, another 300 feet of height will bring it to an ultimate 1,499 feet. The tower had to be built with the strength to accommodate this extra weight without the necessity of future structural modifications.



Round, hot-rolled, heat-treated bars of USS "T-1" Steel were used for the three legs up to the 838-ft. height because this alloy steel has nearly three times the yield strength of structural carbon steel. It therefore enabled Dresser-Ideco to reduce the size of the legs greatly, lowering shipping weight, welding costs, wind stresses and over-all weight and price. For example, consider the leg members at the bottom of the tower. Cross-sectional area of these "T-1" bars is only 56% of the area required with the usual structural carbon steel, resulting in a 44% material savings. Also saved: the cost of hot forging and machining, since carbon bars of the size required for the biggest members are too large to be produced economically by hot-rolling. *Altogether, the builders estimate that "T-1" Steel cut the cost of this tower by 15%.*

You, too, can achieve significant cost savings by specifying USS "T-1" Steel for large towers. For further information, write United States Steel, Room 2801, 525 William Penn Place, Pittsburgh 30, Pa.

United States Steel Corporation, Pittsburgh • Columbia-Geneva Steel Division, San Francisco
Tennessee Coal & Iron Division, Fairfield, Ala.
United States Steel Supply Division, Warehouse Distributors, Coast-To-Coast
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USS

UNITED STATES STEEL

the union contends that the relief proposed by both these reports is only "a palliative" and does not touch "the root of the trouble."

The trouble, the ACLU said, "is the failure to create additional channels so that broadcast service, including diversity in programming, can be increased for the public. Both the Magnuson* and Barrow studies make a bow in this direction of re-evaluation of channel allocations. But neither takes a firm grasp on the problem by urging that the use of the spectrum be reviewed to determine whether the present usable portion for broadcasting is adequate for this nation's present and future needs."

The ACLU letter refers to bills introduced by Sen. Charles E. Potter (R-Mich.) and Rep. William G. Bray (R-Ind.) to investigate the whole broadcast spectrum and to the support of such a project by BROADCASTING and by various trade associations, and added:

"We believe the problem will be met and we again urge [that] Congress act to meet it, by a full evaluation of the spectrum's use, with the main focus on how additional channels can be opened up to meet the public's need for diversity in programming."

ACLU explains its interest in radio-tv programming diversity by citing the First Amendment guarantee of free speech.

* The Senate Interstate & Foreign Commerce Committee did issue an interim report on the allocations phase of its investigation in which it advocated an interim program of selective deintermixture and a gradual move of all tv to the uhf band [AT DEADLINE, July 23, 1956]. But committee members did not adopt a later report, on network practices, drafted by Kenneth A. Cox, former special tv counsel to the committee, in which Mr. Cox condemned network option time, must-buys and other practices [LEAD STORY, July 1, 1957]. The latter study was issued only as a "staff report."

Johnson Bills Would Prohibit Certain Utility Tax Deductions

Rep. Lester R. Johnson (D-Wis.) has introduced two bills designed to prevent public utilities from deducting the cost of certain types of advertising for income tax purposes. H.R. 9664, referred to the Ways & Means Committee, would amend the Internal Revenue Act so as to provide that expenditures by public utilities for propaganda advertising, lobbying and other political purposes shall not be allowed as deductions from gross income.

HR 9663 would prohibit the Federal Power Commission from treating propaganda advertising, lobbying and other political expenditures as operating expenses in computing rates and charges, and would require the reporting of such expenditures. The bill, offered as an amendment to the Federal Power Act, was referred to the Interstate & Foreign Commerce Committee.

Last Thursday, the Advertising Federation of America issued a legislative bulletin opposing the bills, stating "the real danger of these bills is their possible effect on all institutional advertising. The danger that educational and long-range selling programs of a proper institutional advertising campaign, not to be confused with lobbying activities, may lose their status as deductible business expenses is uppermost in the minds of advertising leaders. Passage of H.R. 9664 would be the foot-in-the-door cited by the Revenue boys as precedent for the proposed decree."

JUSTICE APPEAL SEEN IN RCA CASE

- **Antitrust: Studying ruling**
- **Unofficial: Challenge a 'must'**

There were strong intimations last week that the Justice Dept. is determined to appeal the defeat it suffered two weeks ago at the hands of a Philadelphia district court judge when he ruled that the government could not sue RCA-NBC on antitrust charges after the FCC had approved the acquisition of what is now WRCV-AM-TV Philadelphia from Westinghouse Broadcasting Co. [AT DEADLINE, Jan. 13].

Although officials of the Antitrust Division stated they are still studying the eight-page ruling by Philadelphia District Chief Judge William H. Kirkpatrick, there were strong sentiments voiced unofficially that the defeat in district court was too serious to permit it to go unchallenged.

In essence, Judge Kirkpatrick held that since the FCC had approved the transaction, the Justice Dept.'s only recourse is an appeal to the FCC, and failing that an appeal to the Circuit Court of Appeals—but that this is too late now.

NBC in 1955 acquired WBC's KYW and WPTZ (TV) Philadelphia in exchange for NBC's WTAM-AM-FM and WNBK (TV) Cleveland and $3 million. The Commission approved the transaction five-to-one in December 1955 after investigation of allegations of coercion. The Justice Dept. filed civil suit in December 1956, after a Philadelphia grand jury failed to return an indictment, seeking not only abrogation of the Philadelphia acquisitions, but also divestiture of other network assets.

Judge Kirkpatrick's decision also ran counter to the official FCC position that the Justice Dept. can move on an antitrust complaint anytime.

In his ruling, Judge Kirkpatrick referred to other cases which have held that appeals from an action of a government agency must be filed in the court of appeals, not in other courts. He also held that when the Congress in 1952 struck out a provision of Sec. 311 of the Communications Act permitting the Justice Dept. to move against broadcast licensees even after the FCC had acted in a case, it "estopped" exactly that action.

Even more strongly, Judge Kirkpatrick slapped at the Justice Dept.'s failure to act properly in this case. His ruling went on to explain:

". . . The FCC requested and obtained from all the parties all of the information which the Government now has and on which it bases this suit. The FCC was under a duty to pass upon the issues presented by this evidence. The parties have stipulated that the FCC decided all issues relating to the exchange which it could lawfully decide. There is no doubt that, in finding that the exchange was in the public interest, it necessarily decided (whether it now agrees that it did or not) that the exchange did not involve a violation of a law which declares and implements a basic economic policy of the United States." The opinion continued:

"Later statements by its chairman, as well as the statements contained in an opinion of one of the commissioners in granting the license, which may be construed to mean that the FCC did not consider that the Government would be precluded from prosecuting, by its decision, cannot affect the outcome."

He added:

"The Antitrust Division was at all times fully apprised of the proceedings and of the facts upon which the Commission acted. . . . In the present case the parties presented the Commission with full information, received permission for the transfer in a proceeding which covered six months, and consumated the transaction a month thereafter. It may be noted that the Commission's approval was not granted until over four months after the Antitrust Division had been officially notified of the proposed transaction and alerted for possible antitrust features. The consummation of the transaction occurred after the time for appeal from the Commission's order had expired. . . . The present suit was not filed until December 1956, and it presented no new facts and nothing which the Government had not known for over a year, and no satisfactory explanation for the delay is forthcoming."

Justice to Probe Detroit Grid Blackout

Antitrust problems of telecasting professional football and baseball were kicked around in Washington last week with the Justice Dept. promising an investigation of football and House leaders expressing "deep sympathy" toward the minor baseball leagues.

Sen. Charles Potter (R-Mich.) released a letter from Attorney General William P. Rogers promising an investigation of the Detroit blackout of the Dec. 29 championship game between the Detroit Lions and Cleveland Browns [GOVERNMENT, Jan. 6]. "I have directed the antitrust division to look into this matter promptly and to advise me whether any action may be taken under the antitrust laws. As soon as we have obtained all of the relevant information, I will advise you [Sen. Potter] whether there appears to be a violation of the antitrust laws," Mr. Rogers stated.

In a second letter to Sen. Potter, FCC Chairman John C. Doerfer stated the Commission is not in a position to take any action on the Detroit blackout. He said the ruling was not made by a licensee of the FCC, but by the National Football League, and that it is a matter for the Justice Dept.

Last Tuesday, in an effort to forestall CBS-TV plans to telecast major league games into minor league cities on Sundays, Baseball Commissioner Ford Frick and minor league officials met with Reps. Emanuel Celler (D-N. Y.), chairman, and Kenneth Keating (R-N. Y.), ranking minority member of the House Antitrust Subcommittee. The committee held lengthy hearings last summer on professional sports.

The congressmen, while refusing to re-

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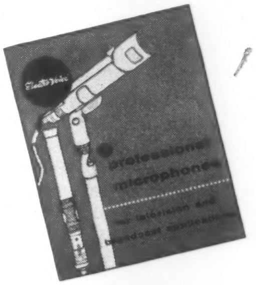

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open the hearings, promised to be "as helpful as possible within the law." However, they said they would like to see the major leagues take care of the problem themselves.

On Wednesday, the baseball contingent met with Robert C. Bicks of Justice to continue their plea for relief from the planned Sunday telecasts. Paul Porter, Washington attorney, attended for Mr. Frick.

Justice was asked to give "some thought" to extending blackouts of major league telecasts from 50 to 75 miles from any minor league city on days when the local team plays at home. The minors plan "further conferences" after which they again will place their case before the Justice Dept.

ON-CHANNEL BOOSTERS FAVORED

- **Only National Community Tv Assn. comments oppose FCC proposal**
- **But broadcasters, others favor protection for present tv services**

Broadcasters and booster enthusiasts heartily approve the FCC's proposal to establish an on-channel booster service for tv, it was apparent last week, with a scant dozen comments filed Thursday, deadline for comments. Most of those in favor recommended various revisions of the proposals for protection of existing services.

Only one "no" was filed. This was by the National Community Tv Assn., spokesmen for most of the nation's 500-odd antenna system operations. The gist of its heavily documented filing was that boosters would cause interference to the reception of other tv signals, and with each other.

The Commission issued its proposed rulemaking last July. The proposals suggested limiting on-channel boosters to 1 w, requiring prevention of interference to other services, and requiring the use of automatic devices to prevent malfunctioning. It also proposed that repeaters must prevent interference to other stations, but would not receive protection from interference themselves. The suggested rules followed a visit to the FCC and Congress by Colorado Gov. Stephen McNichols earlier in July.

It is estimated there are at present hundreds of unlicensed on-channel, vhf boosters in operation—mostly in the northwestern and Rocky Mountain states. The Commission was legally upheld in its requirement that boosters be licensed, but despite its authorization of translator stations two years ago (translators pick up vhf tv signals and convert them into one of the higher uhf channels), the number of unlicensed repeater stations have continued to grow.

Earlier comments, all favorable to the idea of boosters, were filed by Adler Electronics Inc., KXLY-TV Spokane and KELP-TV El Paso, Tex. (under joint ownership) and the Washington State Tv Reflector Assn. [GOVERNMENT, Dec. 23, 1957].

Reply comments are required by Feb. 14.

Excerpts of last week's comments:

National Community Television Assn.— Against repeater stations. NCTA has 300 of the approximately 500 community antenna tv systems as members, serving an estimated 40 million families and representing an investment of about $100 million.

NCTA feels repeaters will not provide satisfactory fringe area television service and will preclude obtaining of satisfactory service by other means, namely antenna installation, translator or community antenna.

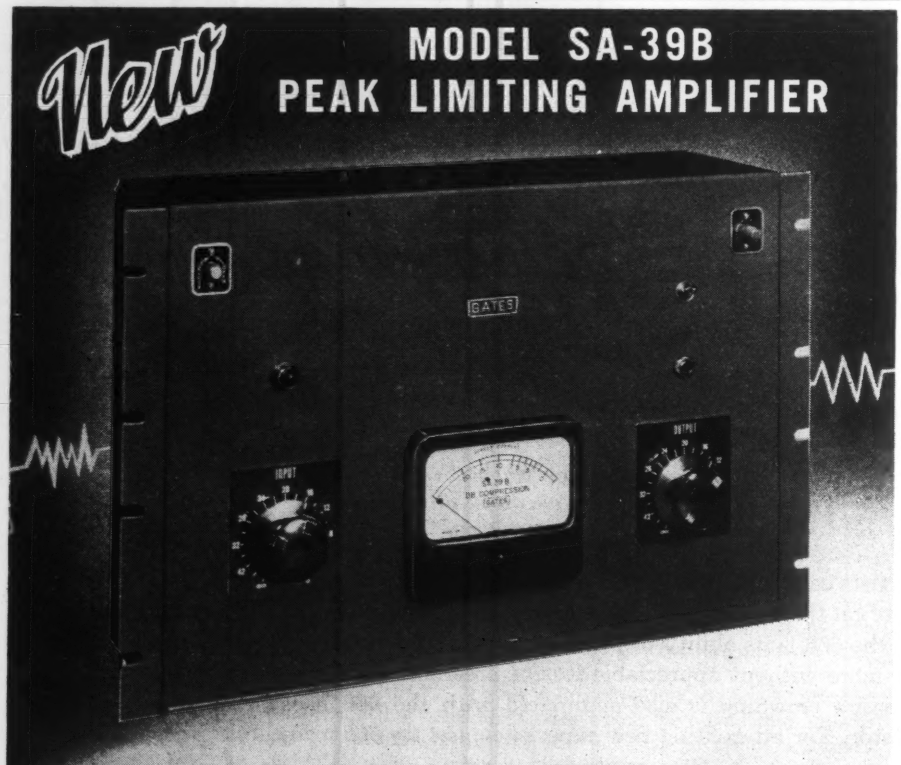
NCTA sponsored two engineering reports on the booster situation, one by George M. Frese, Wenatchee, Wash., consulting engineer, and the other by Archer S. Taylor of Missoula, Mont., consulting engineer and member of Montana State U.'s faculty.

The Frese report stated that vhf reflectors would create "a chaotic and intolerable interference situation which cannot be resolved or controlled by the use of type-approved equipment." It also noted that uhf translators will have approximately 500 times more effective radiated power than vhf and that there is "no significant cost advantage in the proposed vhf facility."

NCTA recommended that the FCC conduct an "on-the-spot intensive study of the conditions as they now exist in the Pacific Northwest . . . [this would offer] convincing proof of the undesirability of this service."

In Mr. Frese's report numerous examples of booster interference are cited.

- To Penticton, B. C.'s $250,000 CATV



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The new SA-39B limiting amplifier is a MUST for broadcasters who want maximum signal power along with top quality transmission . . . is extremely important for stations with remote control who want maximum protection at the transmitter.

The SA-39B Limiter combines fine performance standards with design emphasis on easy serviceability, and is a worthy successor to the hundreds of early Gates limiters which have earned an enviable reputation for fineness. Very fast attack time, essentially instantaneous, is associated with six switch selectable release times. In this manner the engineer may adopt the mode of operation best suited for him.

Remember, **potential** listeners can be **actual** listeners when a station's equipment complement includes the SA-39B . . . another top quality product from the new Gates line.

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system from Oroville, Wash., boosters. To overcome this interference the Penticton antenna system is now receiving chs. 8 and 12 from the Omak, Wash., unlicensed boosters. It is also noted that the Penticton ch. 13 tv station is receiving interference from the Omak booster.

- To CATV subscribers in Loomies, Tonasket and Omak, Wash., receiving interference from Oroville, Wash.; they may also be getting interference from Midway, B. C., and Toroda Creek, Wash.
- The translator at Manson, Wash., proposed a move to a new site but could not move because of interference from reflectors.
- The Ephrata, Wash., booster has transmitted other than broadcast programs, including airdrome control, aircraft voice, etc., with strengths of from 6 uv to 40 uv.
- In Mansfield, Wash., before the advent of reflectors, residents could receive chs. 2, 4 and 6; now they are able to receive only ch. 4.

The second NCTA-sponsored engineering report, by Mr. Taylor, was an analysis of 42 boosters in Montana. It concluded that the unauthorized reflector service is on the whole "not meeting the need [for tv] in terms of good quality reception . . ."

The adverse effect on local stations of permitting uhf or vhf reflector stations was pointed out. The report says, "It is axiomatic that technical standards and supervisory requirements cannot be reduced in a repeater service in the crowded spectrum below the standards required in the little used top 14 channels of the uhf spectrum. . . ."

Mr. Taylor cites the fact that in Shelby, Mont., an unlicensed booster is converting a uhf signal from an authorized translator to vhf. In Polson, Mont., there is interference to direct tv reception. Mr. Taylor also pointed out these possible sources of interference: (1) oscillator radiation; (2) intermodulation; (3) re-radiation.

He noted a frequency stability problem in two installations which are only 100 feet apart. These are a repeater serving Fraser, Mont., which converts ch. 8 to ch. 13 and another serving Fort Peck-Nashua-Glasgow which converts ch. 8 there to ch. 12.

In closing, NCTA demands oral argument before the Commission, *en banc*, if the FCC proposes to establish a vhf repeater service along the general lines discussed.

Assn. of Maximum Service Telecasters—Takes no position for or against, but emphasizes need for conditions to protect present regular tv stations from interference. AMST also suggests that boosters might be "tailored" to limit their use to remote areas; that they be limited to 1 w effective radiated power and 0.1 w of radio frequency output power. AMST recommends that repeater applicants be required to submit with their applications a statement of consent from tv stations that they intend to rebroadcast and also agree to cease operations when regular tv stations come into being in their service area.

Sylvania Electric Products Inc.—Favors, but recommends more liberal power restrictions. Suggests following power formula for boosters: Chs. 2-6, 1 w; chs. 7-13, 3 w; chs. 14-83 10 w.

Triangle Publications Inc.—Recommends that boosters be required to get permission from tv stations operating on same or adjacent channels as proposed by booster. Also recommends change in power limitations to 1 w for chs. 2-6; 3 w for chs. 7-13, and 10 w for chs. 14-83.

KSL-TV Salt Lake City—Favors. Also urges that boosters and translators be permitted within calculated Grade B service areas of conventional tv stations, and also at greater distances than that covered by regular stations.

KLZ-TV Denver and KTVT (TV) Salt Lake City—Favor, but urge provisions to ensure no interference with existing tv stations; also ask provisions to prohibit booster operators from deleting any portions of the relayed programs or from originating its own programs.

National Assn. of Educational Broadcasters—Warns that boosters may inhibit regular tv stations, both commercial as well as educational, from boosting powers and antenna heights. NAEB adds that existence of boosters may "freeze" the transmitter locations of existing stations. It asks that safeguards against interference with regular stations be provided in booster rules.

KEYT (TV) Santa Barbara, Calif.—General support, but thinks the automatic shutdown requirement in case of spurious emissions is too stringent and should be modified; that proposed power restriction should be relaxed to permit power adequate to accomplish the desired function.

KXLF-TV Butte, Mont.—Favors; also urges no requirement for identifying call, and no limitation on power. Power should be based on size of the area to be covered and the number of homes to be served.

KHVH-TV Honolulu—In favor, particularly in regions with mountainous terrain where repeaters are needed to improve coverage.

Mayor, City of St. George; Chairman, Washington County Commissioners; President, St. George Chamber of Commerce—Favor. Also urge less stringency in technical requirements.

Kanab, Utah, and Fredonia, Ariz., Tv Organization—Favors. Also urges less stringent technical requirements.

Justice Scrutiny of Networks To Continue at Least a Year

The Justice Dept. will continue its investigations of certain network practices "for at least another year," according to a letter from Deputy Attorney General Lawrence E. Walsh to Sen. Warren Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, released last week.

These investigations include "alleged preferences by networks to their programs and to the acquisition by the networks of interests in independent shows as a condition of access of these shows to network time"; network option time and must buy requirements; the report of the FCC Network Study Staff (Barrow Report), and other general tv network practices. Mr. Walsh said the investigations still are far from complete and would continue for at least a year, "although the availability of manpower is limited."

Libel, Equal Time Relief Proposed in Rep. Hays' Bill

A bill (HR 9825) to revise the federal election laws, giving broadcasters relief from libel and equal time requirements, was introduced in the House last week by Rep. Brooks Hays (D-Ark.). It is similar to Sen. Thomas Hennings' (D-Mo.) clean elections bill (S 2150) which has been favorably reported to the Senate by the Rules Committee [GOVERNMENT, July 8, 1957].

The measure provides that for a presidential or vice-presidential candidate to be afforded equal time, he must be the nominee of a party whose candidate polled at least 4% of the total vote cast in the preceding presidential election or whose candidacy is supported by petitions bearing signatures representing at least 1% of total votes cast.

A candidate for a party nomination for president or vice president can demand equal time if (1) he is an incumbent of any elective federal or state elective office, (2) he has been nominated for president or vice president at any prior convention or (3) his candidacy is supported by petitions bearing 200,000 signatures or signatures representing 1% of total vote cast in preceding election.

The bill denies broadcasters any right to censorship of political broadcasts but at the same time protects them from civil or criminal court actions "because of defamatory statements."

Under the bill, stations must charge candidates the same rates charged other clients. Candidates for president and vice president would be permitted to spend ten cents for each vote cast in any one of the last three presidential elections. Candidates for senator and representative-at-large would be authorized to spend $50,000; for representative, $12,500. The bill was referred to the House Administration Committee.

Airspace Unit Files Comment In Rule-Making on Ch. 13 Move

The first official participation of the Air Coordinating Committee's Airspace Panel in an FCC rule-making proposal occurred last week when the Airspace unit filed a comment in the rule-making proceeding which proposes to move ch. 13 into Panama City, Fla.

Airspace Secretary W. A. Simpson told the Commission that his group had no objection to the "drop-in" of ch. 13 to the Panama City area and would approve a 550-foot tower at Wewahitchka, Fla., about 23 miles north of Panama City. This would permit a city grade signal to Panama City and also would meet co-channel and adjacent channel mileage separations, thus complying with all FCC requirements, he noted.

The Airspace participation came about when the unit, which reviews all applications for radio and tv towers to determine aeronautical hazards and furnishes its findings to the FCC, found itself in difficulties due to the FCC's vhf "drop-in" policy [GOVERNMENT, Jan. 13]. It was discovered that the requirements of placing a city service signal over the principal city plus meeting the mileage separations limited the area in which the drop-in transmitter could be located. This, however, in many instances ran counter to prior determinations for antenna farms recommended by the Airspace group.

One result was that Airspace is being notified of all Commission allocation proposals.

Also filed last week was a request by ch. 47 KJEO (TV) Fresno, Calif., to make Fresno an all-vhf city by allocating chs. 2, 5 and 7 to that city.

Fresno now has ch. 12 KFRE-TV, ch. 47 KJEO, ch. 24 KMJ-TV, all operating, plus ch. 53 KBID-TV now off the air. KFRE-TV is under orders to change its assignment to ch. 30, with ch. 12 being moved to Santa Barbara. This was done last year in the FCC's deintermixture proceedings. These moves have been held in abeyance pending the outcome of an objection by ABC, which seeks the move of ch. 12 to Bakersfield, instead of to Santa Barbara.

The KJEO proposal would require only the deletion of ch. 5 from Goldfield, Nev. (pop., 614, 1950 Census), it was pointed out. Interestingly, KJEO was in the forefront of the fight to get Fresno changed to an all-uhf city during the deintermixture proceedings last year.

In other allocation actions during the last three weeks the FCC:

- Invited comments by Feb. 7 to proposal to shift ch. 9 WDAM-TV Hattiesburg, Miss., to Baton Rouge, La.
- Added chs. 17 and 39 to Bakersfield, Calif., effective Feb. 7, following request by KFRE-TV Fresno and KBET-TV Sacramento.

Would Cut Communication Excise

Rep. Thaddeus M. Machrowicz (D-Mich.) last week introduced a bill (HR 9920) to repeal the 10% excise tax on communication services. One of the purposes of the bill is to "relieve discriminatory taxes against users of long lines," Rep. Machrowicz' office stated. The measure would benefit networks and many stations who use telephone facilities. Rep. Noah M. Mason (R-Ill.) has announced plans to introduce an identical measure. The bill was referred to the Ways & Means Committee.

Air Panel Asks Okay of Towers

The Airspace Panel of the Air Coordinating Committee last week recommended FCC approval for a 1,353-feet-above-ground tower for KRBB (TV) El Dorado, Ark., east of that city, and a 999-foot tower for Illiway Television Inc., one of six applicants for ch. 8 in Moline, Ill. The Illiway tower would be located southeast of Rock Island, Ill.

WINS *engineer presses buttons to activate automatic disc-changer (inset, right).*

WINS AUTOMATES DISC CHANGING

Automation with records has made its debut at WINS New York—a station centering most of its day-and-night programming around the "top 40" in pop records. WINS is giving the RCA-engineered BQ-102 automatic turntable console its shakedown run. Apparently, station management is pleased with the test run, for last week WINS ordered a companion model to the BQ-102 to speed up transition from one record to the next. (Like a jukebox, the BQ-102 takes from 3 to 26 seconds between record changes, depending on the position of the disc).

The "gadget," which costs $1,500, eliminates individual handling of records by a station engineer, does away with music cue sheets, allows the engineer more free time while a program is on the air, cuts down on record "wear and tear" and frees the record librarian for other station duties. Save for an unexpected accident the first day of operating the BQ-102—Jan. 8—when the tone arm jammed, breaking a diamond stylus, the WINS management is "perfectly delighted with the results so far."

The BQ-102 is to all intents and purposes a deglamorized jukebox, lacking only the glass and the tinsel. Heavy-duty components of the machine are encased in a grey steel cabinet 3½ x 3 x 2 feet. It stores up to 60 records or 120 sides and features an AMI-800 record changer. The discs are changed every Friday by the librarian after the engineer in charge has timed each record manually so proper record can be kept of the time needed for cue-in. (Each record also has a variable length lead-in groove. Thus an engineer must know, as well as the d.j. on duty, how much talk is needed to fill the void between records.)

The only drawback to the BQ-102, WINS pointed out, is that it does not allow for segue, but a station spokesman notes that "it is not our policy to lead from one record to another without *some* talk." Installation of the second BQ-102 is expected to keep talk to a minimum.

A great advantage of the machine is that it eliminates the possibility of on-air slip-ups such as the case of an announcer introducing one record and the engineer putting on the reverse side. Though error in button punching can be made, the BQ-102 comes equipped with an automatic reject that permits the engineer to correct his mistake within a matter of seconds.

The top 40 discs are picked on the basis of popularity in the New York market, based on reports from some 100 music shops and jukebox operators. "Popularity," WINS declares, "is based on the actual amount of cash spent by listeners."

In case of technical breakdowns, WINS has placed spare records in the control room to be played manually.

The record librarian, who formerly spent most of her day stacking and filing discs, now is free to conduct the WINS poll of music shops and jukebox operators.

Program Director Mel Leeds feels the BQ-102 allows "much tighter programming." Chief Engineer Paul von Kunits declares, "This is the first step in station automation." Controller Anthony Souptous justifies the $3,000 expenditure by noting that "human errors" are practically eliminated.

WCPO-FM Offers Program Time

WCPO-FM Cincinnati, which has been duplicating WCPO-AM broadcasts, will be open for use all day and every day to Cincinnati's educational and cultural institutions for programs of their choice, according to an announcement made last week by M. C. Watters, general manager of WCPO-AM-FM-TV.

Representatives of these institutions have formed the Committee for Enjoyable Listening to take advantage of the offer.

No charge will be made to the cultural institutions for their utilization of the 10 kw station's facilities. Mr. Watters, who has agreed to install lines and furnish equipment for the experiment, said the offer was an effort to provide listeners with "high-level programming." He said the offer was for a 6-month trial—the success of which will be judged not by audience response but by "the use Cincinnatians interested in upperclass radio fare make of it."

Cost Estimation Gadget Mailed Timebuyers by CBS-TV Spot Sales

Timebuyers this week are being mailed a novel aid for quickly estimating costs for the purchase of 12 daytime and three nighttime announcements in top-ranking markets based on rates of stations represented in the markets by CBS Television Spot Sales.

The device, called a "Cume-Rule," provides data on weekly costs of the announcement schedule in the markets, per cent of total U. S. tv families covered, number of "family impressions" registered and the size of the unduplicated audience reached and expressed in terms of families and national rating (percentages of the U. S. total).

This information is provided for market groupings and for both 20-second or 10-second announcements, daytime or nighttime. Markets are grouped (using A. C. Nielsen data) as the top 15, 30, 45, 60 and 75. The three-announcement nighttime schedule is based on 8 p.m. Monday, 9 p.m. Wednesday and 10 p.m. Friday on CBS-represented stations; the 12-announcement daytime schedule on 9 a.m.-5 p.m. Monday-Friday. All costs are predicated on the station's one-week rating. Source material is from Nielsen Television Index, October-November 1957, using a total 41.2 million U. S. tv homes.

The "Cume-Rule" reveals, for example, that a 20-second nighttime announcement schedule on a three-weekly frequency costs an estimated $60,840 per week in the top 75 markets and $30,327 for the 10-second nighttime schedule, while the 20-second daytime schedule at a 12-per-week frequency comes to an estimated $51,070, and an estimated $25,211 for the 10-second daytime schedule.

These daytime purchases, according to CBS Television Spot Sales, would provide coverage of 90.6% of U. S. tv families, 32,917,000 family impressions, 33.5% of the weekly unduplicated audience and 53.8% of the four-week unduplicated audience. In the nighttime, comparable information includes: same percentage in U. S. family coverage; 26,580,000 family impressions; 40.1% of the weekly unduplicated audience and 69% of the four-week unduplicated audience.

The "Cume-Rule" measures approximately eight inches by three inches and has a tab-slide insert that provides the information through window-cut-outs.

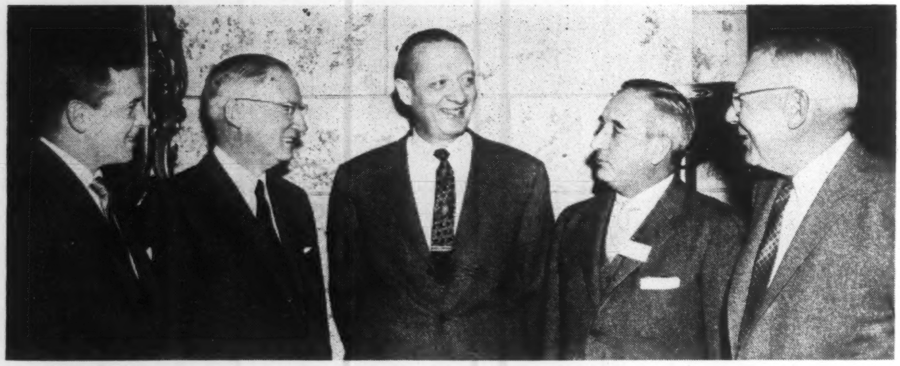
Don't let the whether scare you

There is no "whether they're listenin'" to WBNS Radio. How do we know? Pulse tells us so. They rate us first in 315 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. With $3,034,624,000.00 to spend, there's no question as to whether the 1,707,400 folks can afford to buy. Ask John Blair.

WBNS
RADIO
COLUMBUS, OHIO

"TARGET"
TV's PROPELLING
NEW FORCE . . .

→ SEE PAGES 12 & 13 ←



ACHIEVEMENTS *of the "Know Your Schools" project conducted by NBC owned stations were reviewed at a Washington luncheon Thursday. L to r: Thomas B. McFadden, NBC owned stations vice president; Marion B. Folsom, Secretary of Dept. of Health, Education & Welfare; Lawrence G. Derthick, U. S. Commissioner of Education; Carleton D. Smith, general manager of WRC-AM-TV Washington, and Rep. Graham A. Barden (D-N. C.), chairman of the House Committee on Education & Labor.*

NBC o&o's Report in Washington On 'Know Your Schools' Project

NBC owned stations directed public attention to the nation's schools and their problems during a six-week "Know Your Schools" project that recorded 800 million audience impressions, according to a report presented in Washington Thursday by Thomas B. McFadden, vice president of NBC owned radio-tv stations.

Prominent government officials and education leaders were guests of the network at a luncheon demonstration. They included Marion B. Folsom, Secretary of the Dept. of Health, Education & Welfare; Lawrence G. Derthick, U. S. Commissioner of Education, and FCC Chairman John C. Doerfer.

Separate projects were conducted in the eight markets served by NBC owned stations. Parent-teacher organizations and local school officials cooperated. More than 200 hours of programs and 3,000 public service announcements worth an estimated $1 million were devoted to the project by the 13 radio and tv stations. A slide presentation and film dealing with station projects was shown at the luncheon.

Chairman Doerfer, a luncheon speaker, called for support of vocational training schools. He felt more emphasis should be given these institutions. Secretary Folsom reviewed "the great record of accomplishment by our educational system." He said the responsibility for schools always rests with citizens at the local level.

Bakersfield Am Dubbed KIKK

Dawkins Espy, president and principal owner of the permit for Bakersfield, Calif., last week announced the station has been assigned call letters KIKK. He expects to put it on the air March 15 with 250 w, daytime operation. Mr. Espy is a partner in applications pending before the FCC for other ams in San Diego, Calif., and Phoenix, Ariz., and for a television permit in Eugene, Ore.

Fire Destroys WUNC-TV Studios

WUNC-TV Chapel Hill, N. C., North Carolina U. educational station, was operating from temporary facilities last week after a Jan. 9 fire destroyed the university's radio and tv studios in Swain Hall. Damage was estimated at $75,000. The fire was one of a series of seven blazes on the campus Jan. 9. Arson was suspected. Much of the video equipment was saved. John Young, director of the WUNC-TV Chapel Hill studios, said tv pickups were removed to Raleigh studios immediately after the fire but the remote bus studio was put into operation last Monday. A total of 70 undergraduate and 15 graduate students majoring in radio and tv are active in the station's operation.

WSOC-AM-FM-TV Studios Started

Work is underway on new $1.5 million studios for WSOC-AM-FM-TV Charlotte, N. C., and is expected to be finished by WSOC's 25th anniversary next September, according to officials of the station. Larry Walker, president, and Earle J. Gluck, chairman of the board, broke ground earlier this month at ceremonies attended by the mayor, who congratulated the ch. 9 station for progress since it began telecasting last April. The new radio-tv building is being raised at 1925 N. Tryon St., site of the present am-fm plant. It will be a two-story brick structure on a nine-acre tract and will have 27,000 square feet of floor space.

WGN-TV to Get First Gear From Ampex for VTR Color

WGN-TV Chicago will be the world's first tv station equipped to tape record and play back color telecasts, Ampex Corp. reported last week. Ampex is delivering the first of its new color conversion accessory units to WGN-TV in June.

The color accessory is a single rack of electronics which can convert any Ampex VR-1000 monochrome tape recorder to color. The prototype color converter units are priced at $29,000, but a substantial reduction is anticipated when production units are available, comparable to the reduction in the black-and-white recorder prices from $75,000 for the prototype to $45,000 for production models [MANUFACTURING, Dec. 9, 1957].

In further planning for color expansion, WGN-TV has announced the purchase of a second RCA studio live color chain and planned studio conversion by Feb. 1.

Carl J. Meyers, engineering director of WGN Inc., reported the $50,000 equipment and installation of additional lighting in WGN-TV's Studio 7A. The station has been transmitting a limited color schedule (3½ hours per week) since Nov. 8, 1957, and expects to double it in the near future. Mr. Meyers also reported "exceptionally good" viewer reaction.

The purchase of additional color equipment "will enable us to do more complicated studio productions, many of which have been on our planning boards for months," according to Edward J. Roth Jr., WGN-TV manager.

SPECIAL
WLOF-TV
ORLANDO, FLA.

WLOF-TV Orlando, Fla., will start operations Feb. 1 from its new $750,000 studios in downtown Orlando. The ABC affiliate for central Florida will operate on 316 kw video and 158 kw audio. With its 2,960 sq. ft. and a drive-in entrance, the main studio can literally accommodate a bus. A 24x13 ft. client-viewing room will double as a second studio. Officers of WLOF-TV are Joseph L. Brechner, president; Donn R. Colee, vice president-general manager; John W. Kluge, treasurer, and Hyman Roth, secretary. Young Television Corporation represents the station nationally.

ACTORS GUILD SHOOTS THE MOON

- **Union seeks boosts up to 100% for film commercials**
- **Negotiations with producers begin today in New York**

The Screen Actors Guild will demand pay increases of as much as 100% in negotiations which begin today (Monday) with producers of filmed commercials. Present contract expires Mar. 20.

Major increases which the guild will propose stem from a reclassification of use payments which now reach their maximum when the commercial is televised in more than 20 cities.

Under the proposal three more city groups would be added and added payments set for each. Beyond that, the guild will ask a revaluation of the present system of weighting cities to determine classification of use payments. Present weighting is based on population and tv audience size of 1952.

Under the present system, the use of a commercial in New York counts as use in seven cities. The guild proposes to count New York as 21. Chicago and Los Angeles, now rated at seven cities each, would be revalued at 11 each. Other major centers would also count more.

The guild will ask an increase in minimum base pay for on-camera players from $70 to $80 a day and for off-camera players from $45 to $55 a session. The per-session rate for group singers would rise from $30 to $35 for two to four voices and from $25 to $30 for more than four voices under the union's proposals.

Use compensation for on-camera players in wild spots, defined by the guild as "used on non-interconnected stations, independent of any program, at station breaks only and not over 30 seconds in length," for each 13 weeks would rise from $70 to $80 for 1-5 cities, from $105 to $135 for 6-20 cities, $140 (the present top scale) to $185 for 21-50 cities, $235 for 51-100 cities and $285 for over 100 cities.

A new category will be proposed for spots and commercials used on local participating programs. For on-camera players compensation would start at $120 for 1-5 city use, $175 for 6-20 cities, $225 for 21-50 cities, $275 for 51-100 cities and $325 for over 100 cities for each 13 weeks of use.

Base pay for on-camera players in program commercials for 13 week use in 1-5 cities would rise from $105 to $120 and from $140 to $175 for use in 6-20 cities. For 21-50 cities the on-camera pay would increase from $70 to $80 for the original use and from $50 to $60 for each re-use. For 51-100 cities the original use rate would be $85 with $65 for each re-use. For over 100 cities the original rate would be $95 with $75 for each re-use.

John L. Dales, SAG's national executive secretary, agreed that the demands were "substantial." He said they reflected "the immense growth of the television industry and the resultant increase in the advertising value of filmed commercials since the negotiations in 1953 and 1955."

The guild now holds contracts with 620 film producers and has letters from 513 advertising agencies pledging adherence to the present contracts. Such industry groups as the Assn. of Motion Picture Producers, Alliance of Television Film Producers, New York Film Producers Assn. and the American Assn. of Advertising Agencies, as well as independent producers, are expected to participate in the New York negotiations.

SAG Opens Talks With Producers In New York; CBS, IBEW to Confer

Negotiations of new contracts continue to occupy the attention of industry and labor representatives this week as the Screen Actors Guild opens talks today (Monday) in New York with producers of tv film commercials (for details, see story, this page) and CBS begins discussions in Washington, D. C., today with the International Brotherhood of Electrical Workers.

Concurrently, negotiations between the National Assn. of Broadcast Engineers & Technicians and NBC and ABC in Boston enter their third week. Expectations are that a new pact governing 1,400 NBC and 1,100 ABC technical employes will not be signed until the end of January when the current contract expires. It was reported that NABET, in addition to pay increases ranging from 10% to 15%, also is seeking a four-day week for engineers-technicians under its jurisdiction.

Although demands of IBEW upon CBS were not available, observers believe that the union, which represents about 1,200 engineers-technicians, will ask for conditions similar to those NABET is seeking from ABC and NBC. IBEW's contract with CBS expires Jan. 31.

Members of the International Alliance of Theatrical Stage Employes, New York Local No. 1, were to vote over the weekend on an agreement reached by representatives of the union with those of ABC, NBC and CBS. The contract, if approved, will affect more than 1,200 stagehands and associated employes and calls for a 3% wage increase in 1958 and another 3% raise in 1959. The pact is retroactive to Dec. 31, 1957.

SDIG Says FPA Won't Negotiate For Directors' Contract in N. Y.

Screen Directors International Guild reported last week the Film Producers Assn. of New York has declined to enter into negotiations with the union for an initial contract covering film directors in the New York area. FPA, an association covering many of the larger producers of tv film commercials and industrial motion pictures, explained that various of its members have held "informal" conferences with representatives of SDIG and said further talks have been delayed pending a resolution of the problem of director-members of SDIG who also own their own production units.

SDIG is a recently-organized union and claims to have about 300 members, largely in New York.

1 KDUB-TV
LUBBOCK, TEXAS

2 KPAR-TV
ABILENE - SWEETWATER

3 KEDY-TV
BIG SPRING, TEXAS

Go

West Texas Television Network!

All three stations carry a simultaneous and comprehensive line-up of top CBS network programs plus local originations. As an economical combination this one purchase reaches more families both in terms of coverage *and* in audience than many of the "big city" metropolitan markets.

December set count: 280,211

BIG even for TEXAS!
CBS
KDUB stations

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS
NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT

RADIO PRAISED AT NARDA MEETING

- **Delegates hear outlook on color tv, stereophonic sound**
- **Dealers urged to make polychrome tv 'next breakthrough'**

Radio as a quick, effective and economical advertising vehicle compared to other media, plus a status report on color television and a look at 1958 business prospects, commanded retailers' interest at the National Appliance and Radio-Tv Dealers Assn. annual convention last week.

Some 600 dealers attended an advertising panel during the three-day NARDA meet in Chicago's Conrad Hilton Hotel and Merchandise Mart (Jan. 12-14). Color tv merchandising as one of the association's "trouble areas" and steps be taken to correct certain problems were reviewed in the president's report Monday. Another highlight was the exhibit of current and new products (including color tv) considered to have high profit potentials.

Profit potentialities of color tv and stereophonic sound equipment were outlined in an afternoon session Tuesday, with dealers urged to get behind tint as the industry's next "great breakthrough."

Radio easily emerged as the No. 1 medium during the initial advertising session Jan. 12. Retailers were told they overlook a bet by not including the aural medium, particularly saturation spots, in their advertising plans.

"Radio as an advertising medium is the cheapest and fastest means of selling a customer for your product," Ray Quackenbush, president of Oliver Square Appliances, Wichita, Kan., told dealers in comparing its merits to newspapers and direct mail. Selection of stations depends on two factors, type of merchandise being offered and ratings, he asserted.

In this tv age, Mr. Quackenbush claimed, "saturation spots get results. You must use at least ten a day or none at all," he felt, stressing advertising of multiple products. A. C. Nielsen figures show, he added, that a 20-spots-per-week schedule increased to 30 per week reaches 32% more families, and that his store has found "30-second announcements do the job best."

A schedule of 20 announcements reaches 43% of all families, two and one-third times in 36 hours, he claimed, again citing Nielsen. Radio is especially advantageous in letting consumers know immediately of price reductions on products, he told dealers.

Radio reaches 95% of all homes and 100% of all store prospects, hitting at the point of sale and selling customers at lower cost, Mr. Quackenbush said. As an example, he reported that for each $1 expenditure, radio contacts 648 people, tv 377, newspapers 211 and direct mail substantially fewer prospects. He warned that dealers are "overlooking the fast-growing Negro market, which radio covers best."

In his president's report, Ken Stucky, Stucky Bros., cited NARDA's 1957 "survey of color television merchandising to find out what was keeping this merchandise from being sold faster and in better quantities." He reported:

"We found an unprecedented number of items reaching our stores in faulty condition. A broad analysis of the extent of damaged goods received and the specific brands and nature of the damage gave us tangible facts we turned over to the manufacturers. The new lines now being introduced provide abundant evidence that our suppliers took this criticism seriously and are determined to avoid or lessen its repitition."

In a Monday afternoon business panel, R. V. Finch, Home Appliance Co., Medford, Ore., told dealers that tv retailers have performed a "magnificent job" increasing their efficiency. He pointed out the average list price of a tv set a few years ago was $300, with the dealer getting a 25% margin, or $75. In 1956, he noted, the list price was $190 and the dealer would have received $47.50 if he had maintained the same 25% margin.

"The people who look superficially at percentages observe that the dealer is still retailing tv sets at a 25% margin, so they conclude that he has not increased his efficiency," Mr. Finch commented. Actually, he is receiving 37% less in terms of dollars of gross profit per item "in a tougher market with more trade-ins," he pointed out.

"It is also a larger annual increase in productivity for tv retailers than the accepted 3% annual post-war increase in productivity accredited to all manufacturers," Mr. Finch asserted.

The convention-closer Tuesday was devoted to a discussion of new products with high profit potentialities, under chairmanship of Mort Farr, Upper Darby, Pa.

The newest RCA color pitch to dealers was delivered by Roger Drew, head of RCA color sales. He felt "too many people have seen color under adverse conditions" but that on the whole there has been public acceptance of many features—the marked contrast with monocrome, "excellent black-and-white," ease of tuning and controls.

Perhaps industry's biggest problem, Mr. Drew suggested, is that it "badly lacks obsolescence. There are too many two-year and four-year old sets and portable tv receivers on the market. Automobiles have built-in obsolescence but not television sets. But the future of television is definitely wrapped up in color—the next breakthrough in the industry."

Mr. Drew lauded dealers for their "tremendous job" in selling television and told them, "Millions of people want to buy color sets if you want to sell them. There is no excuse why it shouldn't represent the greatest proportion of all sales."

RCA color sales have been on the upbeat, particularly since it introduced its Mark series last September, Mr. Drew reported, and the last five months have reached an all-time high. With the advent of four-color tape, he added, the field is limitless. Color reproductions the latter part of 1958 will be a "tremendous" factor, Mr. Drew felt, in "providing the means for networks and stations to flood broadcasting time with color." He also cited color sales results in the Chicago area in terms of comparative average dollar volume between color and monochrome sales, claiming, "the gap is closing and the breakthrough is here" [MANUFACTURING, Dec. 30, 1957].

Growth of the stereophonic high fidelity recording field was traced by Ben Barrow, marketing manager of Ampex Corp., with promise of heavy profit possibilities. He predicted that in less than a year music on stereo tape will approach that of LPS in price and cited progress of multi-channel tapes. Mr. Barrow also foresees the day when video tape recorders, which Ampex pioneered, will be part of home entertainment, with less complex and expansive units on the market. Ampex demonstrated its stereo sound equipment, playing a tape comprising bits of various types of music.

Joseph Fleischaker, Wells Sales Appliances, Louisville, was elected new NARDA president for 1958, succeeding Mr. Stucky.

Schwartz Sets Demonstration Of His 3-Program Multiplexing

A new system of multiplexing developed by Al Schwartz, president of KBMS (FM) Glendale, Calif., will make its first public appearance Jan. 31 at a demonstration to be held at the Moulin Rouge Theatre-Restaurant in Hollywood, with members of the trade and industry and newsmen invited to attend. Public demonstrations will be held in following weeks, also at the Moulin Rouge, where KBMS originates a nightly remote program, Mr. Schwartz added.

The demonstration will feature the multiplexing of three programs simultaneously, the main channel being used for programs broadcast for the general public, the other channels for commercial and industrial uses such as background music for factories, shops, restaurants and offices; facsimile and "slow-scan tv." The last was described by Mr. Schwartz as a system of narrow-band television which transmits a picture and retains it for a long period of time. Its use will be chiefly industrial, such as providing visual communication between different departments of a manufacturing plant, or commercial, or enabling a teller at a branch bank to transmit a signature to the home office for comparison with the master files before cashing a check for a stranger. Slow-scan tv is still in the development stage, Mr. Schwartz said.

The demonstration also will show how stereophonic programs can be broadcast from a signal transmitted by use of multiplexing. "It's been a two-year development for us," Mr. Schwartz said, "and we feel proud of being the first station in the country to publicly demonstrate the 'miracle' of high fidelity multiplexing." In addition to KBMS, which he has operated for the past two years, Mr. Schwartz also is president of Planned Music Inc., a background music service.

RCA'S COLOR VTR SHOWN IN CAMDEN

- **Price firm at $63,000**
- **Delivery late this year**

RCA showed its new color video tape recording machines to more than 100 broadcasters and engineers last Wednesday at Camden, N. J.—and announced firm prices and delivery dates for the color VTRs—$63,000 for color and $49,500 for monochrome apparatus, with delivery promised toward the end of this year.

Before commercial delivery, RCA officials declared, seven prototypes will have been delivered—six to NBC and one to WBTV (TV) Charlotte, N. C.

Performance of the color VTR machines was hailed by spectators, who termed the quality of the color recordings (sections of the *Perry Como Show* and the *Hal Miller Show)* as good as a live pickup. The recordings were made in Camden via an AT&T line to Philadelphia from New York and by radio relay to Camden.

RCA officials also reported that the operating cost of each color VTR machine would be about $5 per hour, with power requirements of 6 kw, on a regular 110-120 volt A.C. line. The equipment is contained in six racks—one more than for monochrome—and features built-in erase head, air lubricated tape guides, sound monitoring and dubbing provisions.

A. H. Lind of the RCA broadcast equipment group told the audience that RCA and Ampex had been holding discussions on standardization so that VTR tape could be used interchangeably on each other's machines. He also expressed the opinion that some form of standardization would be forthcoming soon from the Society of Motion Picture Engineers or Electronic Industries Assn.

The equipment demonstrated was the same as shown by RCA last October in New York [MANUFACTURING, Oct. 28, 1957].

Also shown to visitors were new RCA film and slide projectors.

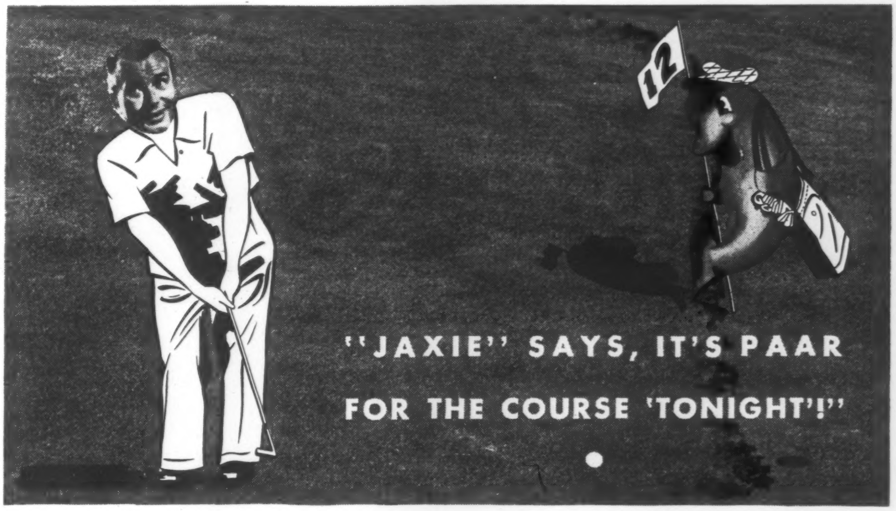
The new slide projector, TP-8, is composed of two drums holding a total of 36 slides. A control panel with push-buttons for each slide permits an operator to preset any three slides for on-air showing (without regard to the position of the slides in the drums).

A fast start film projector also was shown whereby picture and sound reaches, proper speed in one second. An automatic cueing device for film projectors was demonstrated. This stops a motion picture film on a predetermined frame (plus or minus one frame) in order to permit cutout for a commercial and restarting at the exact frame on which picture stopped.

The program was under the direction of W. B. Varnum, manager of studio equipment sales. Also present were Dana Pratt, manager, broadcast and tv field sales and E. T. Griffith, manager, customer relations and services.

"TARGET"
TV's PROPELLING NEW FORCE . . .

→ SEE PAGES 12 & 13 ←



The people in the multi-billion dollar North Florida - South Georgia market demand Jack Paar for their course of entertainment . . . he's straight down the sales fairway with Tonight!

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

BASIC NBC
AFFILIATION

Represented by Peters,
Griffin, Woodward, Inc.

WFGA-TV **Channel 12**
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

UNSEEN TV GETS EXPOSURE ON BOTH COASTS

That invisible sell was seen on both coasts last week—in the unveiling of a new process and a demonstration of another entrant. At this time, in both instances, results are "unforeseeable."

In Los Angeles, developers unveiled the Precon process of subliminal perception before the L. A. Ad Club, an interested, if noncommittal audience.

In Washington, government officials made up the audience as James L. Vicary demonstrated the SP method he introduced last September.

PRECON SUBLIMINAL GEAR DEMONSTRATED, PUT ON MARKET

After eight years in the laboratory, the "Precon" process of subliminal perception is ready for use, executives of Precon Process & Equipment Corp., New Orleans, announced Tuesday.

Precon said the process is available to advertisers, retailers and other business organizations interested in adding this new tool to their advertising and sales programs; to producers of programs for tv or theatres and to educators and psychiatrists.

Following a description and demonstration of the system at the weekly luncheon meeting of the Los Angeles Advertising Club, A. Brown Moore, Precon president, and Vice Presidents Dr. R. E. Corrigan and Hal C. Becker, who developed the system, invited those interested to discuss details with them during the remainder of their week's stay in Los Angeles.

No immediate sales to broadcasters or to advertisers and agencies desirous of using subliminal perception on their tv programs are anticipated, the Precon officials said. "We could make a pretty good argument that no regulation is needed," Mr. Moore said, "but no broadcaster would go along without FCC approval." In-store displays probably will provide the first in-the-field commercial use of the Precon equipment, he said.

Precon apparatus will be made available on (1) either a straight sale basis to users who will handle their own installation and maintenance or (2) a lease arrangement with Precon responsible for keeping the system in good operating order, Mr. Moore said. He declined to discuss prices, commenting that each order will be tailor-made to the needs of the buyer or leaser, so that any generalization as to price would be meaningless.

Neither would the Precon executives discuss publicly the details of their method of superimposing the subliminal messages on the screen of a tv receiver or display unit, pending the resolution of the patent situation. No patent has as yet been granted for any subliminal perception system, Mr. Moore reported, adding that although Precon filed its patent application a year in advance of the others, the matter may well be determined in the courts.

The Precon spokesmen were emphatic, however, in denying reports that the superimposition of subliminal messages, flashed too briefly for conscious perception, is technically impossible on tv. Again the patent situation was used as a reason for not revealing the frequency of flashes used in Precon's system, but executives pointed out that the closed-circuit demonstration put on during the luncheon had worked and that if the system works on closed-circuit tv it certainly will work equally well when the picture signals are broadcast instead of fed into the receiver by cable.

In the demonstration, the closed-circuit tv program was put into the Precon unit, a box about a quarter the size of the tv receiver, before being fed to the receiver, with the Precon message added. A second message was similarly superimposed over a colored still picture in an internally illuminated display. In neither instance could the audience consciously decipher the messages ("Precon" and "Drive Safely") until the dials on the Precon device were turned so as to bring out the lettering as stationary words in front of the pictures.

Dr. Corrigan, psychologist for Douglas Aircraft Co., explained the work to develop the Precon process—which began in 1950 when he was studying for his Ph. D. at Tulane U. in New Orleans, where Prof. Becker, electronics engineer, is now assistant professor of experimental neurology in the Tulane Medical School. The first experiments, he said, proved that individuals react differently to subliminal information of a neutral nature and that with unpleasant or threatening connotations. They also showed that the subliminal presentation of answers to problems materially speeded up the problem solving process.

In 1954, Dr. Corrigan reported, they began experimenting with the presentation of subliminal information in connection with motion pictures, using three geometrical symbols—a triangle, circle and square. Questions following the showings disclosed that if the symbol most pleasing to the viewer was subliminally shown with the movie, he was apt to like the movie; if a displeasing symbol was used, he usually disliked the picture.

Accordingly, one of the immediate uses anticipated for Precon, he said, will be "to increase the entertainment value of motion pictures and tv programs by providing subliminal information to enhance the psychological moods or trends of the material. This would stimulate more active participation by audiences, thereby increasing the positive appeal and sense of enjoyment."

Similarly, in advertising, Precon can be used to strengthen the appeal of the product or service advertised, he said. But he warned that the material presented below the conscious perception limit must be acceptable or the result may be a negative response to the product.

People will not accept what they don't like, subconsciously as well as consciously, Dr. Corrigan stated. Each individual is "his own censor. He is the first one to satisfy before a positive reaction to advertising can be accomplished. The advertiser must be certain that he presents visual material of the highest calibre (both for entertainment and for Precon information). To be positively associated, the information must be acceptable to

PRECON
TV
PRECON

PRE-CON *subliminal tv apparatus makes its bow with its developers, Hal Becker (l) and Dr. R. E. Corrigan, at Los Angeles showing.*

the general public in that it shall in no way infringe upon the moral or social standards of audiences.

"As such, the commercial application of subliminal perception must be handled by psychological experts, who are equipped and trained to present the necessary information in a manner which will establish positive motivation for, say, tv audiences. In the hands of amateurs the effectiveness of this method of communication as an advertising method could be seriously misrepresented."

There is need for a lot of public education about subliminal perception, the Precon officials asserted. The response initially has been more emotional than intellectual, they said, with fears of "brainwashing" or of being made to do something they don't want to do being aroused. Dr. Corrigan noted that brainwashing, which implies passive acceptance of orders and a response outside the direct control of the observer, is directly contrary to subliminal perception where the observer actively monitors and evaluates all subliminal information just as he would information consciously received and responds in terms of his prevailing likes and dislikes.

Once the public understands the nature of subliminal perception, they will accept its use and their acceptance will lead to its approval by such governmental agencies as the Federal Trade Commission and the FCC, the Precon officials asserted.

WASHINGTON GETS PREVIEW OF CONTROVERSIAL METHOD

Members of Congress, the FCC and the Federal Trade Commission were subjected to the invisible sell last week in Washington—and they didn't seem to mind too much.

The occasion was a demonstration of subliminal projection, the method developed by market researcher James L. Vicary. The system flashes advertising messages on the tv screen so quickly they are unseen by the audience, but are supposed to make a psychological impression.

Ever since the SP method was announced last September [ADVERTISERS & AGENCIES, Sept. 16, 1957], its public use has been termed "sneaky," "unethical," "dangerous." Various members of Congress have asked the FCC to ban SP, with expressions of alarm that the American public even might be brainwashed into accepting foreign ideologies

At the demonstration last week, Mr. Vicary asked that the FCC establish regulations so that SP can be used on the air. At present the silent and sightless pitch is banned by all three tv networks and broadcasters have been asked to refrain from using it by the NAB code board.

Mr. Vicary recommended a requirement that the audience first be shown the advertising to be used and told that it is going to be subjected to this subliminally. He also would ban unidentified "hidden" messages.

EAT
POPCORN

RICHARD FORREST, *executive vice president of Subliminal Projection Co., tells a blue-ribbon Washington audience about the sub-threshold method of tv announcements. Inset shows the message flashed during the demonstration.*

The test was made over closed circuit facilities of WTOP-TV Washington. The words "Eat Popcorn" and "Fight Polio" were the messages used. A portion of a chapter of *The Gray Ghost* was used as the program. Before the program began, the words "Eat Popcorn" were shown on the screen and the announcer said that this slogan would be projected subliminally "without interruption to the program." No one detected the phrase.

In the second half of the demonstration the phrase "Fight Polio" was introduced without the audience's awareness. Only one member of the audience, out of the 300 who viewed the two showings, claimed to have received an impression; a newspaper woman said she thought of "March of Dimes" when the "Fight Polio" message was projected.

The presence of the slogans was shown to the audience by blanking half of the screen. The messages showed for 1/20th of a second and were pulsed every five seconds.

The reaction of government officials was mostly jocular. Sen. Charles E. Potter Jr. (R-Mich.) said the method must be regulated because it has a potential for evil. FCC Chairman John C. Doerfer declined comment, as did FTC Chairman John W. Gwynn.

The FCC has announced that it is looking into the situation. It has also noted that Sec. 317 of the Communications Act requires the identification of sponsors on the air.

Others present at the sessions were Reps. William A. Dawson (R-Utah), Peter Frelinghuysen Jr. (R-N. J.), and Samuel N. Friedel (D-Md.); FCC Comrs. Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven and Frederick W. Ford and FTC Comr. Edward T. Tait.

Also present were congressional assistants and FCC and FTC staff officials.

Mr. Vicary was accompanied by Richard Forrest, executive vice president of Subliminal Projection Co., New York.

Among other highlights of the demonstrations:

- Use of the message "Write W-TWO" by WTWO (TV) Bangor, Maine, which resulted in no change in the mail count at the station, was termed "inept" by Mr. Vicary.
- SP is "reminder" advertising, supplemental to regular advertising, Mr. Vicary emphasized. By itself it cannot change a person's brand preference or political leaning.
- If used on tv, more than 10,000 impressions during a 15-hour broadcast day can be put across to the public, Mr. Vicary pointed out. This is on a five-second interval method.
- In tests last year in a New Jersey movie house, "Eat Popcorn" subliminal messages increased the sale of popcorn 57% over normal, Mr. Vicary stated. A "Drink Coca-Cola" message in the same theatre boosted Coke sales by 17%.
- Application for a patent has been filed with the U. S. Patent Office.
- SP Co. is testing the use of pictures of brand products, instead of slogans or messages, and of detection devices so the unseen messages can be monitored.
- Networks have asked for information on costs and charges and have been supplied with a formula, Mr. Vicary said.

TelePrompTer Wins Tv Rights For Basilio-Robinson Fight

TelePrompTer Corp., New York, announced Thursday it had made the top bid and received rights for live visual coverage of the Mar. 25 Carmen Basilio-Sugar Ray Robinson fight in Chicago. TelePromptTer will put the tv coverage into a closed circuit network of theatres throughout the U. S., precluding any airing on home tv. Radio coverage, not involved, has not been set.

It was learned that unsuccessful bidders before the International Boxing Club in New York included the Gillette Co., which previously has sponsored the top bouts on NBC-TV, and Theatre Network Television, which also proposed a theatre hook-up and had carried the fight last fall. TelePrompTer won a point at that time by clarifying bidding procedure after its dispute with TNT.

Irving B. Kahn, TelePrompTer president, said "The largest closed-circuit network ever provided for any event" will be set up for the fight. His firm guaranteed a "toll television" theatre audience of 500,000 seats and not less than $275,000 cash minimum. Details of other competitive bids were not disclosed. Mr. Kahn said newly improved projection equipment produced by his firm and General Precision Labs will be used to give a theatre tv picture equal to regular movie projection in both clarity and brightness.

ASCAP Charges Infringement Of Copyrights by WSAY, WTKM

The American Society of Composers, Authors & Publishers reports that suits for copyright infringements have been filed by several of its members against Federal Broadcasting System Inc., owner of WSAY Rochester, N. Y., and WTKM Hartford, Wis., alleging the stations played copyrighted songs without authorization.

The action against WSAY was filed by Irving Berlin, Alan Jay Lerner and Frederick Loewe in U. S. District Court for the Western District of New York and against WTKM by Messrs. Loewe and Lerner and Richard Rodgers, Oscar Hammerstein II and Frank Music Corp. in the U. S. District Court for the Eastern District of Wisconsin. The plaintiffs are asking the courts to restrain performance of various songs cited in the complaint and to award damages of not less than $250 for each "unauthorized" performance plus court costs and attorneys' fees.

Keeshan-Miller Firm Dissolved

The partnership of Bob Keeshan, star of CBS-TV's *Captain Kangaroo*, and Jack Miller, producer and co-creator of the show, has been dissolved, it was announced last week. Mr. Miller will continue as a consultant under a two-year contract and will keep his office at Keeshan-Miller for the time being. He has formed a new firm John A. Miller Productions. Bob Claver, writer and associate producer has been named new producer and will continue to write the program.

Two Wisconsin Judges Favor Court Access

Electronic journalism's fight for equal access to courtroom proceedings has received a qualified boost in Wisconsin.

Serious questions about American Bar Assn.'s Canon 35 were raised by Judge Robert W. Hansen, head of the first branch of Federal District Court for Milwaukee County, and Circuit Court Judge Bruce F. Beilfuss. Their decisions arose from a trial involving a threat-to-bodily-injury complaint, parts of which WISN-TV Milwaukee had started to film. The defendant's attorney objected.

Judge Hansen subsequently ruled that district court proceedings may be televised, broadcast or photographed as long as neither the defendant nor witness object. In the immediate case he ruled out coverage of actual testimony during the trial, but permitted picture-taking of other parts without permission from the defendant or witness. He stated:

"The right of the public to know is an important right, and regulations, in part or at least based upon the cumbersome and less-than-quiet media for taking pictures or arranging radio or television coverage of some years ago, have motivated the feeling that the taking of pictures or the televising of proceedings through the use of a movie camera, is necessarily a distraction to the court."

Judge Hansen made plain he doesn't feel actual coverage constitutes an interruption, interference or distraction to the court itself but does pose "an element of psychological distraction, either for the witness or the defendant himself."

Jack E. Krueger, president of the Radio-Television News Directors Assn., described Judge Hansen's decision as a "formal statement" of that policy. He said the judge told him that he believes in full tv coverage in principle and that "I'm in full dissent with the American Bar Foundation Committee's report on Canon 35 and in full accord with the Colorado Supreme Court ruling."

Wisconsin court policy on courtroom coverage is a matter of personal discretion by each judge. It was pointed out that the legislative council had deleted restrictions from the state's new criminal code before it went to the legislature. Judge Hansen feels his newest ruling, handed down Jan. 10, protects the right of radio, tv and press media to courtroom coverage.

Circuit Judge Beilfuss was strongly in favor of relaxing Canon 35, citing the Colorado court case for precedence and the emergence of modern equipment. He felt newspaper photographers should be allowed to take pictures in court if they do not interfere "with the right to fair trial." He made his comments Jan. 9 at a meeting of the Wisconsin board of circuit judges.

Judge Beilfuss stressed the "vast improvement" in equipment and techniques of taking pictures the past 25 years—and pulled off his own experiment at the board meeting. Only five of 40 judges realized they were being photographed.

A newspaper photographer equipped with modern cameras sat in the back of the board meeting room and took several pictures. Judge Beilfuss then took a count of hands and later commented: "I think we all recognize the absolute necessity of the freedom of the press—without it, democracy cannot survive. It is primarily through the press and other media of publicity that the people learn the facts and determine the truth. Courts as well as the other branches of government must be subject to public scrutiny and criticism, lest tyranny result."

Judge Beilfuss cited the Colorado court decision as the basis for his views.

ATAS National Meets; Third Chapter Formed

Complete unanimity marked the first trustee meeting of the Academy of Television Arts & Sciences Jan. 11-12 in New York as representatives of both New York and Los Angeles chapters met to discuss and act upon the following:

- Appointment of national committees to conduct future ATAS activities in the areas of membership recruitment, building up a film library, sponsorship of tv festivals, etc.
- Issuance of tentative approval to a chapter request by a number of Baltimore tv executives.
- Authorization for the Los Angeles and New York chapters to begin publishing a national newsletter that would succeed the local editions now being published. (Los Angeles would publish one month, New York the next, with distribution to be effected among some 3,000 ATAS members).
- Lending unanimous approval to the proposed reduction of 1957 Emmy categories from 29 to 25 this March, with three "maybe" categories to be filled "if merited."

The day before the New York meeting, in Baltimore, NBC-TV programming Vice President Robert F. Lewine and Tex McCrary, representing national ATAS, addressed a meeting of 100 Baltimore tv, advertising and production executives. This gathering telegraphed its request for an ATAS charter to the national meeting, which then granted tentative approval pending completion of by-laws by the Baltimore group.

Heading a group to name officers and formulate plans for the Baltimore chapter are Arnold Wilkes, WBAL-TV program director; James Kovach, WBAL-TV program manager; Robert Cochrane, WMAR-TV program manager, and Joel Chaseman, WJZ-TV program manager.

Groundwork for the new chapter was done last spring by D. L. Provost, vice president and general manager of the Hearst Corp. radio-tv division (WBAL-AM-TV).

California Fm Group Organizes

Papers of incorporation of the FM Broadcasters Assn. of Southern California were approved at a meeting of the association's members, held Jan. 10, and will be filed at the state capital within the next few days, according to Saul Levine, attorney for the group and also holder of cps for KBCA (FM) Los Angeles and KBCO (FM) San Francisco.

TECHNICAL PAPERS *to be read at the NAB Broadcast Engineering Conference, to be held April 28-May 1 during NAB convention week in Los Angeles, were picked at a meeting of the special program committee Wednesday in Washington. Present were (front row, l to r): Raymond F. Guy, NBC; J. G. Leitch, WCAU Philadelphia; Joseph B. Epperson, WEWS (TV) Cleveland, committee chairman; A. Prose Walter, NAB engineering manager, and George W. Bartlett, assistant manager; James D. Russell, KKTV (TV) Colorado Springs, Colo. Back row: William C. Grove, KFBC Cheyenne, Wyo.; Roy Pratt, WHO Des Moines; Lester Learned, MBS; Max Brice, KTNT (TV) Tacoma, Wash.; William B. Lodge, CBS, and Frank Marx, ABC.*

Engineers Set Papers For NAB Conference

The newest developments in radio and tv engineering will be reviewed at the 12th annual NAB Broadcast Engineering Conference to be held April 28-May 1 at the Statler Hotel, Los Angeles, during the annual NAB convention.

Subjects of technical papers to be read at the conference were approved Thursday by the NAB Broadcast Engineering Conference Committee, headed by Joseph B. Epperson, WEWS (TV) Cleveland. The committee met with A. Prose Walker, NAB engineering manager, and other staff executives.

The opening radio session April 28 will include remote control of directional antennas and high-power transmitters, automatic operation, effects of reradiation from nearby structures on directional antennas and low-cost remote pickup gear built by station personnel. That afternoon the subjects, dealing with television, will include monochrome video tape recorders, color video tape recorders and three-image orthicon color cameras. A panel discussion of network transmission is planned.

At the April 29 afternoon session the radio papers will cover analysis of compatible single sideband system, factual operation and results on compatible single sideband, stable am directional antennas and fm multiplex. The April 30 afternoon meeting will deal with tv, including small market tv, a new image orthicon tube, system test techniques, tv broadcast repeaters and operational-installation aids for vidicon equipment.

A combined radio-tv morning session May 1 will include Chroma-Key color insert system, what management expects of the engineer, operational and preventive maintenance of tv equipment, principles of lighting and staging for tv films, transistors and their applications in broadcast equipment, influence of color telecasting on tv lighting and a report on Television Allocations Study Organization activities.

The engineers will meet the mornings of April 29-30 with NAB management delegates.

ABC's Morgan Elected to Head Radio-Tv Correspondents Assn.

Edward P. Morgan, ABC newsman, was elected president of the Radio-Television Correspondent's Assn. in Washington last week. Mr. Morgan also will be the chairman of the organization's executive committee, which administers the congressional radio-tv galleries.

Other officers for the coming year are Julian Goodman, NBC, vice president; Lewis Shollenberger, CBS, secretary; Ann Corrick, Corrick Productions, treasurer, and Edward F. Ryan of WTOP Washington, Arthur Barriault of NBC and Jack A. Gertz of MBS, members-at-large of the executive committee. All of these officers will be installed at the association's annual dinner meeting, to be held March 29 at the Statler Hotel.

IRE Names New Officers, Directors

Several new officers and directors for 1958 were announced last week by the Institute of Radio Engineers. W. R. G. Baker, vice president of research of Syracuse U., and former vice president of electronics, GE, was reappointed treasurer, Harden Pratt was appointed to his 16th term as IRE secretary. John D. Ryder, dean of engineering, Michigan State U., was appointed editor of the IRE to succeed Donald G. Fink, director of research of the Philco Corp. Appointed as directors were Alfred N. Goldsmith, consulting engineer and editor emeritus of the IRE; D. B. Sinclair, vice president of engineering, General Radio Corp., Cambridge, Mass.; and Ernst Weber, president of the Polytechnic Institute of Brooklyn and president of Polytechnic Research and Development Co., Brooklyn.

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Newspaper Ad Execs Expected To Blast Tv at Chicago Meet

Familiar fireworks are expected to explode against television when the Newspaper Advertising Executives Assn. convenes in Chicago starting today (Monday).

The occasion is the 80th annual meeting of NAEA, at the Edgewater Beach Hotel through Wednesday, under the chairmanship of Gilbert P. Swanson, *Spokane* (Wash.) *Spokesman Review* and *Daily Chronicle*.

The only formal item on the agenda involving tv by name is a *New York News* presentation, "Newspapers vs. Television," to be given by Herbert M. Steele, its sales promotion manager. Other speakers include Ernest A. Jones, president of MacManus, John & Adams Inc., who will talk Monday morning on "What's An Advertising Agency Worth?"; H. James Gediman, executive vice president, Hearst Advertising Service, keynote speaker, and executives from J. Walter Thompson Co., who will give the agency's "Interurbia—The Changing Face of America" presentation.

TRADE ASSOCIATION SHORT

American Women in Radio-Tv Inc., N. Y., announces increase from $500 to $750 for its fourth annual scholarship competition. Entry deadline is Feb. 1. Winner will be AWRT's guest at its S. F. convention April 23-27.

THE Adult AUDIENCE STATION
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3RD LARGEST MARKET!
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SERVING 8 PENNSYLVANIA COUNTIES!
TOP PERSONALITY-Bill Pierce
TOP Promotion
ASK MEEKER!
WEJL
The Scranton Times
SCRANTON, PENNA.

SINCLAIR'S safe-driving radio messages ("Drive with care . . . use Sinclair gasoline") are recognized in the first public service citation to be awarded by WQXR New York. James J. Delaney (2nd from l), advertising manager of Sinclair Refining Co., accepts the award with Reynolds Girdler (3rd from l), director of public relations and advertising, Sinclair Oil Corp. Presenting the citation are Elliott M. Sanger (2nd from r), executive vice president of the *New York Times* station, and Norman E. McGee (r), WQXR's vice president in charge of sales. At left is Sylvester M. Morey, president of Morey, Humm & Warwick Inc., Sinclair's advertising agency. The Sinclair announcements are heard on 880 stations in 36 states.

CBS, NBC Run Dead Heat For Sylvania Tv Awards

CBS-TV and NBC-TV split 50-50 for the 1957 Sylvania Awards [CLOSED CIRCUIT, Jan. 13]. Each won 12 individual mentions as more than 400 tv, film, stage and news executives gathered Thursday night at New York's Plaza Hotel for the yearly awards dinner.

The awards, presented by Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., are given each year for "distinguished achievement in creative television techniques." The unusual aspect of this year's Sylvania sweepstakes, Mr. Mitchell pointed out, is that half the awards presented to networks "have been made to programs which are basically educational, or possess undeniably educational features." In discussing the awards, the Sylvania head placed special emphasis on educational tv programming.

"Never before," he pointed out, "has this nation, which depends for its very existence on a free and enlightened people, been so deeply aware of the vital importance of effective education. Television has strikingly demonstrated its unique ability to meet this need." He also praised local stations for "recognizing the paramount need for revitalized education long before the launching of Sputnik I."

Awards were picked by a panel of judges who, in turn based their choices on nominations made each quarter during the past year by 29 tv newspaper critics. Judges included: critic Deems Taylor; *Newsweek* radio-tv editor Marvin Barrett; Dean Kenneth Bartlett, director of Syracuse U.'s Radio-TV Center; Pulitzer prize-winning historian-author Bruce Catton; Kings County (N. Y.) Judge Samuel S. Leibowitz; broadcaster Mary Margaret McBride; and authoress-tv panelist Cornelia Otis Skinner. Also on the panel of judges were the following newspaper men representing the field critics panel: *Milwaukee Journal's* Don Dornbrokke, *Washington Star's* Bernie Harrison, *San Francisco Chronicle's* Terrence O'Flaherty, *Atlanta Journal's* Norman Shavin, *Denver Post's* Thompson R. Watt and *Houston Post's* David Westheimer.

The judges and field critics worked from a table of 318 possible choices during the three-day viewing and decisions session, according to J. Walter Thompson Co., agency for Sylvania. An interim meeting was held last June to review the nominations for the first six months of 1957. The second session began Jan. 3. A total of 226 network programs and 92 local and non-commercial educational shows were nominated to fill the 25 categories.

Though ABC-TV failed to win a single Sylvania award, that network came close to winning the outstanding musical series and the outstanding new network series categories. Eleventh-hour balloting had ABC-TV's *Voice of Firestone* competing with *NBC Opera*, and ABC-TV's *Patrice Munsel Show* with NBC-TV's *Chevy Show* and *Perry Como Show*. And ABC-TV's *Mike Wallace Interview* competed unsuccessfully with CBS-TV's *Air Power, Seven Lively Arts* and *Twentieth Century*.

The awards were presented as follows:

Outstanding original teleplay—William Gibson for "The Miracle Worker" (CBS-TV, *Playhouse 90*); outstanding tv adaptation—James Lee for "The Life of Samuel Johnson" (NBC-TV, *Omnibus*); outstanding performance by an actor—Lee J. Cobb in "No Deadly Medicine" (CBS-TV, Parts 1 and 2, *Studio One*); outstanding performance by an actress—Kim Stanley in "Traveling Lady" (CBS-TV, *Studio One*); outstanding supporting actor—Torin Thatcher in "Beyond This Place" (CBS-TV, *DuPont Show of the Month*); outstanding supporting actress—Patty McCormack in "The Miracle Worker" (CBS-TV, *Playhouse 90*).

Outstanding dramatic series—*Hallmark Hall of Fame* (NBC-TV); outstanding new series—*The Twentieth Century* (CBS-TV); outstanding documentary series—*See It Now* (CBS-TV).

Special award—Marian Anderson for "The Lady From Philadephia" on CBS-TV's *See It Now;* outstanding network news—NBC News department "for developing techniques for the instant dissemination of news"; special award—CBS News for Nikita S. Khrushchev interview on *Face the Nation* for "outstanding and significant journalistic television achievement"; outstanding public service series—*UN in Action* (CBS-TV); outstanding variety series—*Steve Allen Show* (NBC-TV).

Outstanding comedy series—Jack Paar's *Tonight* (NBC-TV); outstanding daytime series—NBC-TV's *Matinee Theatre;* outstanding light musical program—*Annie Get Your Gun* (NBC-TV spectacular); outstanding light musical series—Dinah Shore's *Chevy Show* (NBC-TV); special award for creative tv achievement in imaginative presentation of classical music on tv—NBC *Opera;* outstanding children's series—*Let's Take a Trip* (CBS-TV); outstanding religious series—*Look Up and Live* (CBS-TV); outstanding educational series—*Omnibus* (NBC-TV); special award for outstanding creative coverage of educational subjects—*Wide Wide World* program (NBC-TV).

Special award—to NBC educational series "for outstanding contribution in the field of non-profit educational tv"; special award—to Educational Television & Radio Center, Ann Arbor, Mich., "in recognition of its outstanding work in organizing the National Educational Television Network for non-commercial education tv stations."

Local awards:

WSPD-TV Toledo, Ohio—*The One Inside*—outstanding local public service series. (Series was "a courageous and dramatic 13-program film expose, which led to immediate reforms of conditions at the Toledo State Hospital.")

WFAA-TV Dallas—*Disaster, Dallas*—outstanding local news and special events. ("For its swift coverage of the tornado of April 2, 1957, and its follow-up telecasts reassuring the public.")

WGBH-TV Boston—*Discovery*—outstanding children's educational series.

Exceptional merit citation—WTTG (TV) Washington and WABD (TV) New York, DuMont Broadcasting Corp., "for coverage of the hearings held by the Senate committee labor-management relations investigation."

SDX Asks Entries for 1957 Awards

Sigma Delta Chi, professional journalistic fraternity, is inviting nominations for 1957 distinguished service journalism awards in 15 categories, including radio or tv newswriting and reporting and station or network public service in both media, with a deadline of Feb. 1, 1958. Entries are to cover the calendar year 1957. Information and entry forms may be obtained from Director of SDX Distinguished Service Awards in Journalism, 35 E. Wacker Drive, Chicago 1.

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→ SEE PAGES 12 & 13 ←

KFWB Launches 'Color Radio,' Adds Texas D.J.s in Change

KFWB Los Angeles on Jan. 2 inaugurated a new program format widely publicized as "color radio," which includes the addition of three Texas disc jockeys, Bruce Hayes from KLIF Dallas, Elliott Field from KILT Houston and Ted Quillan from KELP El Paso, who with KFWB veterans Al Jarvis, Joe Yocum, Mitchel Reed and Bill Balance, keep the records spinning for most of the 24 hours of the day. Another Texan, Chuck Blore, formerly program director of KELP, now has that position at KFWB.

To prepare the public for the new programming on "Color Channel 98," as KFWB calls its 980 kc position on the radio dial, the station devoted a large part of its air time during the last two weeks of 1957 to promoting the new listening delights to come with the new year. Color balloons containing $1 and $5 bills were released at points of high pedestrian traffic; an "old-new" caravan of a horse-driven vehicle closely followed by a 1958 auto toured the city, as did sound trucks blaring the KFWB "color radio" message. Aerial banners, sky writing and a kangaroo float emphasized the big jump to "color radio."

MBS Offers Three in New Plan

Mutual today (Monday) launched an "off-beat" program with Boris Karloff in a Monday-Friday, five-minute series of dramatic narrative readings based on actual and fictional stories (10:40-10:45 a.m.). The show is offered under Mutual's station service policy, which permits local stations to keep program sale revenues. Other station service programs being launched on a weekday basis by Mutual this week are: *Maggi McNellis: Assignment Broadway* (10:55-11 a.m.), *Fred Robbins: Assignment Hollywood* (10:50-10:55 a.m.) and Gaylord Hauser (10:45-10:50 a.m.).

'Lively Arts' Bows to 'Challenge'

A special series of seven hour-long programs entitled *The Great Challenge* will replace CBS-TV's *The Seven Lively Arts* (Sun. 5-6 p.m.) effective Feb. 23. The programs, each to be a "symposium of undisputed leaders in a specific field," was inspired by the great "national interest in and concern over various recent reports on the size and scope of the current threat of Russian world domination," according to Irving Gitlin, director of public affairs for CBS News. Narrated by Howard K. Smith, the series is, according to CBS, a logical "next step" for television to take in view of the maximum attention being given by the nation to the Gaither Report, the Rockefeller Brothers Fund report, the network's recent "Where We Stand" telecast and the President's State of the Union address.

Live Show by KQED in San Quentin

KQED (TV) San Francisco was surrounded by 4,200 convicts during its *Inside the Walls* program originating from the north cell block of San Quentin Prison. U. of California professor of criminology, Douglas M. Kelley, took viewers on a tour of the jail, interviewing inmates regarding the criminal acts that sent them up and the way time is utilized while behind bars. The problems encountered by parolees were discussed by Dr. Kelley and Richard McGee, director of the State Dept. of Corrections. *Inside the Walls* was an addition to KQED's regular educational experiments (Tuesday and Thursday, 2:15 p.m.) involving a group of San Quentin convicts taking courses for academic credit.

Disc Jockey Weeds Out a Date

Gene Weed, d.j. at WQAM Miami, Fla., now knows 200 reasons why girls would like to go out with him. In his *Top 40* show (Mon.-Sat. 4-7 p.m. EST) he invited female listeners to write, in 25 words or less, why they would "Like a Date With Gene Weed." From out of the 200 replies he selected 10 to come to the studio and meet him. Mr. Weed chose a 19-year-old blonde U. of Miami sophomore as his partner for the evening and, after presenting each of the other finalists with a corsage, took his date to the Americana Hotel, Miami Beach, for dancing, dinner and the accompanying floor show.

Potentate to Report for WPTR

Raif Shehab, emir of Lebanon, is the latest member of the WPTR Albany, N. Y., news gathering service. The station is setting up the service by enrolling correspondents in key areas of the world for beeper phone reports. The emir, visiting this country to meet radio hams with whom he has communicated by shortwave, was presented his news correspondent's card by Duncan Mounsey, WPTR's executive vice president-general manager.

'LIVE' CELEBRATION AT WEWS (TV)

With an announcer—borrowed—and a symphony orchestra—hometown-variety—WEWS (TV) Cleveland celebrated its 10th anniversary and at the same time started a new decade with a "live" bang.

To highlight the new year, WEWS General Manager James C. Hanrahan determined to make January a "Festival of Local Live Television." In the station's regular *One O'Clock Club* (expanded to run 1-2:30 p.m.), WEWS has been featuring live broadcasts of the children's concerts of the Cleveland Symphony Orchestra (above), a polka band, another 15-piece orchestra and other live entertainment.

The anniversary celebration wouldn't be complete, Mr. Hanrahan decided, without the presence of Bob Dale, a favorite WEWS personality for nine years. The only problem was that Mr. Dale had been at KFMB-TV San Diego for almost a year.

With KFMB-TV's cooperation, Mr. Dale was on the scene, properly labeled as the property of the San Diego ch. 8 outlet. Before leaving San Diego, Mr. Dale was interviewed on the air by KFMB-TV Program Supervisor George Santis and publicly shackled with a ball and chain—the ball a replica of KFMB-TV's "eight ball" insignia. The padlock key stayed in San Diego; all Mr. Dale's Cleveland appearances were made with ball and chain much in evidence (see below). He spent a week in Cleveland.

Another favorite Cleveland personality, Paul Hodges, now in Cincinnati broadcasting, also returned for the celebration.

Throughout January, WEWS is bringing back Clevelanders who have gained success in the entertainment field plus other prominent entertainment names.

WEWS
1-O'CLOCK CLUB
CONTESTANT
SAN DIEGO LOVES ME

SUBSCRIPTION TV

CONTINUED FROM PAGE 33

the FCC's pay tv "expert," Lou Stephens, to answer technical questions.

Rep. John W. Heselton (R-Mass.) opened the session with questions on FCC control of pay tv programming. Mr. Doerfer admitted the Commission had no direct control over programming because of Sec. 326 of the Communications Act and said many commissioners have "grave doubts on how far we can go." Checks would be maintained, he said, in seeing that applicants live up to the representations made in their applications and through reports, personal observations and complaints. "I think there will be a closer observation" of pay tv programming, Chairman Doerfer told the group.

He said the problem of FCC control over programming has been a major one for the past 10 years and suggested this would be a valid area for the Legislative Oversight Subcommittee to investigate.

Commercials on Toll

Mr. Doerfer then was asked by Rep. Heselton if the FCC could require toll applicants to guarantee the public there would be no commercials. Mr. Doerfer first answered in the affirmative, then qualified his statement to say he would view with reluctance any application which included the use of commercials. He said it may solve the local advertisers' claim that they cannot obtain spots in prime viewing hours and "in spite of my reluctance, on Jan. 8, 1959, I might vote to approve subscription commercials."

When the other commissioners were asked to express their views on pay tv, Comrs. Robert A. Mack and Frederick W. Ford said Mr. Doerfer's stand covered theirs. "My name's Craven—I don't know what the future holds," replied Comr. T. A. M. Craven. Comr. Hyde did not want to commit himself at this time, while Comr. Lee said that, assuming he had authority, he would not approve commercials now.

Mr. Doerfer said the problem has been explored from legal standpoints and the FCC could not deny applications proposing advertising because of possible judicial review. "I'm concerned about it," he stated.

Rep. Samuel Friedel (D-Md.) asked Mr. Doerfer: "Does your Commission have authority to regulate pay tv rates?" In reply, the chairman said the Commission has no such authority except through the rates listed in applications. He said it would be considered a "misrepresentation" if an applicant raised its rates after going on the air and that such a permittee would be in "serious difficulty." All rates would have to be applied uniformly, Mr. Doerfer said, and no discrimination would be permitted.

"I would like to put in my two cents worth," Comr. Craven said at this point, claiming there is some doubt of the Commission's authority to regulate toll rates. He said in voting for the FCC's October pay tv order, it was his idea to ask Congress at a later date for authority to control fees. Other commissioners also announced an intention to bring the matter to Congress.

Directing his questioning toward competition between free and pay tv, Rep. Friedel asked if the Commission can assure there would be no "total blackout" of free tv in certain cities during certain hours. "We would want to see whether there would be. That wouldn't be the end of the world," Mr. Doerfer answered. He felt that no programming is good enough to completely shut out the three networks.

Mr. Stephens said there "seems to be very little practical likelihood" that this would happen and that the FCC has the power to impose conditions on pay tv grants restricting hours of operation.

If the FCC is given the power to regulate rates, programming and other phases of pay tv operation, "Do you think you might set yourself up as a sort of Interstate Commerce Commission?" Rep. John V. Beamer (R-Ind.) asked. Mr. Doerfer replied in the negative, but stated when business organizations use a substantial portion of a public property, they need regulating.

Search for Facts

Rep. Beamer then asked why the entire pay tv matter wasn't brought to Congress before the FCC issued its order. Mr. Doerfer replied that the order was issued with the intention of securing more information and facts to present to Congress.

"Do you think the FCC acted with full authority?" Rep. Beamer asked. "Yes," replied the FCC chairman. "I am perfectly willing to take the 'hot potato' myself rather than turn it over to Congress." Mr. Doerfer said the lawmakers would be "besieged" with claims by exponents and opponents of pay tv and would not have the necessary background and information to handle them.

"Congress is not afraid of 'hot potatoes,' " Rep. Beamer countered. He then asked if Mr. Doerfer thought Congress should spell out what the FCC can—and cannot—do. The chairman said yes because he is an exponent of legislative and judicial review. Mr. Doerfer said the FCC acts every day on matters involving jurisdiction and cannot run to Congress every time to ask its intent in passing the Communications Act.

Rep. John Flynt (D-Ga.) brought a king-sized laugh from the standing-room-only audience when he asked: "As a member of the Federal Communications Commission, has the question of pay tv aroused your interest?" He then called each commissioner by name and received a "yes" reply from all seven. Rep. Flynt explained that his question

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YOU'VE COMMITTED
LIBEL — SLANDER
PIRACY — PLAGIARISM
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INSURANCE
Adequate protection against embarrassing loss
at amazingly moderate cost. Write!

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TUNES • NEWS • TIME
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because my
PULSE is ALWAYS
s-o-o-o HIGH!!
KSON
SAN DIEGO, CALIF.
SEE...FORJOE & CO., Inc.

just pouring in . . .
'cause he's saving twice as much
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WESTINGHOUSE BROADCASTING CO.

call or write
VISUAL ELECTRONICS CORP.
342 WEST 40 ST., NEW YORK 18, N. Y.
LO 4-0518

was elementary but necessary to establish following questions.

Rep. Flynt asked if the commissioners have enough factual evidence to support their pay-tv stands. Their answers: Comr. Doerfer—no substantial evidence; Comr. Bartley—yes; Comr. Mack—inconclusive; Comr. Lee—no; Comr. Craven—not enough to make recommendations to Congress; Comr. Hyde—not enough satisfactory information, and Comr. Ford—no comment.

"Is there any way to obtain evidence except by tests or authorizations?" Rep. Flynt asked. In reply, Comrs. Doerfer, Lee, and Craven replied no; Comr. Hyde yes; Comr. Bartley said yes through cross examinations; Comr. Ford said through hearings, and Comr. Mack's answer was inconclusive.

Rep. John Bennett (R-Mich.) wanted to know what would happen to free tv programs if pay tv is authorized during the same time periods. The commissioners replied that this is one of the answers to be obtained from tests. He then asked if the FCC has studied effects of pay tv on the present system and received a negative reply.

The next questioner, Rep. William Springer (R-Ill.), showed concern over the fate of free tv if pay tv is authorized. He asked several hypothetical questions based on an assumed grant of the WSES (TV) Philadelphia application [GOVERNMENT, Dec. 30, 1957]. He said the committee is not worried about today, but next year and the next and the next.

Rep. Springer said the FCC will face the problem of saving free tv from destruction once pay tv is authorized. Mr. Doerfer said the toll system would be checked before this stage could be reached. "I can't quite believe that, regardless of how much money a producer has, he can guarantee the success of his program," the chairman stated.

Under questioning by Rep. Leo W. O'Brien (D-N.Y.), as the Thursday sessions opened, Chairman Doerfer said he was not "deluding" himself that toll tv would produce better programming, though that is what the FCC would like to see. He conceded that there would be some advantages for the first subscription television applicants, but there also would be corresponding disadvantages.

Asked if the Communications Act should be reappraised "every 20-25 years," Chairman Doerfer agreed that the Act should be reviewed periodically. He said this would provide a check on whether the FCC is carrying out the intent of Congress, or give opportunity for a revision of the Act if the intent of Congress changes.

"This would be a good field for legislative oversight [Moulder committee]," Rep. O'Brien remarked.

Rep. Alvin Bush (R-Pa.) questioned whether the test had been set up under sufficient controls and asked who was making the demand for the test. Chairman Doerfer enumerated the proponent firms and pointed out that while the FCC is mindful of comments it receives from the public, it "could not conduct its business by taking polls" of individual viewers.

Alluding to probable court tests, Rep. Bush asked if the Commission felt "comfortable" about its right to authorize toll tv tests.

The chairman's affirmative answer was underscored by FCC General Counsel Warren Baker's emphatic statement: "I think this is the type of case I'd be glad to take on a contingency basis in court."

Rep. John D. Dingell (D-Mich.) took over the questioning and turned out to be the most persistent interrogator of the session. His first salvo sought to ascertain if there had been "tremendous overwhelming public pressure" for the test.

"No," replied the chairman, "but there was no great demand for tv before it was allocated . . . nor for am."

In questioning what safeguards there were to keep trial operations from becoming too permanently entrenched, Rep. Dingell said the situation could possibly be like the camel of fable, who gradually worked his way into the Arab's tent and then couldn't be dispossessed.

Chairman Doerfer reiterated that the ground rules for the test provided ample protection and that no authorization would exceed three years.

Rep. Dingell countered that such restrictions might mean that the trial operation would not be a "true test."

"We gave as much latitude as we thought appropriate—less than what the proponents wanted, more than the opponents wanted," Chairman Doerfer said.

Comr. Hyde expressed his belief that an adequate trial had been set up by the FCC. "We should not conclude at this point that this test is inadequate," he maintained.

Chairman Doerfer was joined by the other commissioners in saying that the trial operation period was necessary to resolve certain questions that couldn't be answered otherwise.

At one point Rep. Dingell interjected, "I get the impression that the FCC was

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CBS-TV STATIONS BAND AGAINST TOLL

Pay-tv poses a death threat to free television, CBS-TV affiliates agreed as they met in Washington last week.

Stirred by the danger to their existence, the Fourth General Conference of CBS-TV Affiliates, held Monday and Tuesday, agreed the industry's side of the pay vs. free television story must be told to the public, to the nation's legislators as well as federal agencies. They agreed, too, that broadcasters have been sitting on their hands while pay tv interests have conducted a widespread and well-financed campaign.

President Frank Stanton of CBS Inc. led the network's discussion of the problem, flanked by Richard S. Salant, vice president. The station delegates at a closed session adopted a resolution recognizing the severity of the pay tv threat and urging that the network and all affiliates tell the industry's story in their own markets.

CBS-TV network was asked by affiliates to give full and complete national coverage to any governmental hearings on pay tv.

In essence, the pay tv discussions brought out these points: Pay and free tv are incompatible and can't co-exist; if Congress and the FCC decide to allow pay tv, CBS-TV will go into the subscription business as a matter of survival; the public will be the loser if fees are charged for programs, paying heavily for the same programming now in the air; a small minority will get this service but a huge majority will suffer.

The case for the industry was presented in a booklet published last week by the network. It is titled "Free Television and the American People."

Mr. Salant wrapped up the public's fate by estimating that pay tv will cost the average family $473.20 a year. After citing average program cost figures used by Telemeter and Skiatron, two pay tv applicants, he broke down the estimate in detail.

The estimated $473.20 a year, or $9.10 a week, to be spent by the average family for paid programs is based on 21 hours a week viewing time (cut from the 35-hour average for purposes of computation), he said. The 21-hour package is split this way:

4 hours—two baseball games @ $ .75	$1.50
3 hours—two films @ $ .75	1.50
3 hours—two plays @ $ .50	1.00
3 hours—one opera @ $ .60	.60
2 hours—two stellar variety shows @ $ .75	1.50
6 hours—miscellaneous @ $ .50	3.00

This $473 for pay tv is more than the average family now spends on all doctors' and dentists' bills, plus drugs and medicines, plus all cosmetics and shaving supplies, plus all dentifrices and all other forms of personal and medical care, the CBS booklet shows.

Continuing its breakdown, CBS finds $473 is:

Seven times as much as the average family spends on shoes.

More than it spends on all home furnishings and equipment.

Three times as much as it spends on home heating and lighting.

More than it pays in a year to buy an auto.

caught with a 'hot potato' and the easiest way was to say 'well, we'll have a test'."

A few minutes later, he tartly remarked, "I don't think I'm getting good, satisfactory answers. I wish someone would tell me what constitutes an adequate test."

The Michigan congressman posed a hypothetical question of a toll tv test operator who violates the ground rules after the first year and what the FCC's recourse might be. He was told that the gravity of the situation would dictate the Commission's action.

Chairman Doerfer reiterated that the full risk would be the entrepreneur's and that the Commission could cut off the test if need be.

In response to queries by Rep. J. Arthur Younger (R-Calif.), the commissioners explained that decoder devices on the tv set would not affect reception of free television on any channel.

Rep. John E. Moss (D-Calif.) raised the question of rates and was advised by Comr. Ford that rates would be a factor for consideration by the FCC in handling of applications.

Comr. Lee stated that as far as he was concerned, such information would have to be submitted in the application; otherwise, he would consider it "deficient." Asked what would be his attitude if the applicant still didn't provide such information, Comr. Lee flatly stated, "My vote would be no."

Michigan State Senator Harold Ryan for the First District of Detroit then put into the record his statement on the results of his 16-week trailer campaign against pay tv. [GOVERNMENT, Jan. 13]. He contended that over 90% of the 20,000 people he contacted in the cities between Detroit and Washington were opposed to toll television.

When Rep. Bruce Alger (D-Tex.) took over the questioning Thursday afternoon, Comr. Lee admitted there would be additional expense [converter for some sets plus decoder] if pay tv were put in uhf. He reminded, however, that shortage of facilities was in back of most tv problems of the Commission.

Asked by Rep. Harris why the FCC had not limited the subscription television test to uhf, Chairman Doerfer pointed out that uhf has its handicaps and that the Commission had decided a "proper" test would have to be open to both uhf and vhf.

Rep. Harris asked why the FCC decided it was necessary to hold hearings on the network situation [re Barrow Report], but had not planned hearings on the toll tv situation.

Chairman Doerfer referred to the 1,400-page Barrow Report and said there was "substantial factual" information already on hand for the network hearing, whereas there is still a "significant lack" of information on subscription tv.

Asked what criteria the FCC could apply to determine public interest insofar as toll tv was concerned, Chairman Doerfer gave a four-point answer: how did it get to be a success? did it implement some dark frequency? did it provide a supplementary service? and did it siphon off talent and genius and subject tv to auction practices?

ADVOCATES AT BAT

The industry proponents of subscription television took over the witness stand Friday morning as W. Theodore Pierson, attorney for Zenith Radio Corp. declared that the FCC's authorization of limited field demonstrations was the "only logical and judicious course that could be followed."

The FCC has had pay tv under consideration for six years, he pointed out, and "it reached the wholly logical conclusion that without the benefit of any actual operation of subscription, it could not judiciously determine the validity of the arguments before or against subscription."

Mr. Pierson said that Zenith has invested millions of dollars and many years in the development of toll tv and had a right to offer its new invention to the tv market for rejection or acceptance.

"If the day ever comes when our government arbitrarily prevents private enterprise from trying new inventions, ideas and services in the marketplace, the creative impulse generated by our competitive system will stagnate and degenerate," he declared.

Mr. Pierson said that arguments against even limited field demonstrations that would deny the public the right to sample a new product or service "is so foreign to the American concept that we cannot conceive Congress entertaining it seriously."

The Zenith counsel maintained it "is difficult to conceive how this extremely cautious and well-hedged approach of the Commission can be seriously challenged." It is the FCC's duty to encourage and promote new and more efficient uses of the spectrum by the public, he added.

Mr. Pierson discounted the arguments that the public could be injured by saying "both the Congress and the Commisson have the courage and intelligence" to counter such

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Three times as much as all the gas and oil used for motoring.

More than twice the money spent on all recreation (games, toys, food for pets, cameras and film, radios, tv sets and phonographs, sporting goods, equipment and participation fees).

MR. SALANT

Fourteen times as much as it spends on all spectator fees (community dramas, music and sports events, movies, plays, concerts and ball games).

Using a breakdown by family income, CBS estimated that to nearly 9 million families with less than $2,000 expendable income, $473 would be nearly five times the sum now spent on all recreation; to more than 7 million families with $2,000 to $3,000, three times as much. To all but the slightly over 7 million families with $7,000 or more expendable income, the total recreation budget plus some funds taken from other household needs would be consumed by $473.

And if those 7 million higher income families—barely a sixth of all tv families—paid $473 a year to pay tv, its promoters would receive more than $3 billion. This contrasts with the quarter-billion spent by advertisers for production of free network tv shows, CBS points out, and these advertisers could not possibly compete for shows or talent. CBS added, "Five-sixths of American families would have to do without what the other sixth would conceivably be able to pay for."

Mr. Salant told affiliates the network supports legislation to withhold permission for over-the-air pay television but feels it cannot oppose wired tv, which doesn't use airwaves. The effects of wired tv would be the same as over-the-air pay tv, he said.

The network will "dive in the waters of pay tv and swim as hard as we can," he warned, if the medium is authorized. He contended the impact of pay tv is "subtractive," giving the public what it has now but making it pay a heavy price.

He conceded any progress made by pay tv has been among "that minority who do not like some aspect or other of free programming and who have been deluded into believing that pay television will have none of those alleged defects." Pointing to a section of the new pay tv booklet dealing with current free tv programming, he said the affiliates can share the network's pride "in what free tv programming is."

The next few months, Mr. Salant suggested, will be the make-or-break period for pay tv. He said the network plans these steps: Inform the people about television so they can reach a sound decision; distribute the free tv booklet; testify before the House Commerce Committee on the subject, with President Stanton as witness.

He added, "The more we have thought about this problem, the more inclined we are to believe that once our legislators understand the facts in the situation, they will be quick to see the basic issue in the public interest that is involved and will brush aside promptly this attempt of proponents of pay television to seize publicly-owned airwaves for minority advantage—and in the process strike a mortal blow to the great democratic institution of free television for all."

a condition. Even if the government failed to act under such circumstances, "an outraged citizenry" would force termination of toll tv, he said.

Sole purpose of pay tv is to supplement and augment free programs on the wire with features of box office quality, Mr. Pierson declared. One of the major benefits, he said, would be that pay tv would give the public for the first time a "direct and controlling voice" in some of the programs it receives, "rather than leaving the selection entirely to the whims and caprice of the advertising agencies and a few network officials in New York City."

The Zenith spokesman maintained it would be "patently unfair" for Congress, directly or indirectly, to intervene between "two competitors" in such a "highly complex field" and especially for it to cripple one for the benefit of the other.

If free tv would be adversely affected by pay tv—"which we disbelieve"—it would happen whether the successful [pay] system is wire or broadcasting, he said.

Paul A. Porter, representing the Paramount Pictures Corp. subsidiary, International Telemeter Corp., urged the merits of toll tv—mainly on a wired or closed-circuit basis.

In a statement prepared for Friday's committee session, Mr. Porter painted a picture of wired pay tv which would "add" to present tv programming, not subtract. He meant by this, he said, that closed-circuit tv would use unused channels on a receiver, thus more fully utilizing the regular tv receiver. This is in contrast to off-air subscription tv which "blacks out" free tv offerings.

Mr. Porter urged, however, that Congress take no action to prohibit off-air tests. He also upheld the Commission's authority to authorize the tests.

Mr. Porter, former FCC chairman and CBS Washington counsel, expressed his opposition to all pending bills to prohibit airlink toll tv. He said he understood these bills were not designed to prohibit wired subscription tv.

The present, off-air broadcast tv system "falls far short of fulfilling the role which television could have in our present society," Mr. Porter said. The advertiser controls the programming, he declared, and "the program must be designed for the lowest common denominator—to have the greatest mass appeal."

Pay tv, Mr. Porter said, can be successful without broad mass appeal. Minorities will pay to support such special events as opera, ballet, educational programs, etc. He also said current movies could be shown and such other events as sports programs not now available on broadcast tv.

In discussing wired system, which he held will come first whether or not off-air tests are authorized, Mr. Porter said that in addition to adding programs to the regular tv set, programs of community and civic events would also be piped in—gratis.

Mr. Porter added that wired tv would "go a long way towards solving the problems of monopolistic control in the television industry." This monopoly is due, he said, to the scarcity of channels.

Opposition to wired tv comes mostly from theatre owners, Mr. Porter pointed out. Broadcasters (networks or NAB) oppose off-air pay tv, not wired tv, he stated.

Mr. Porter estimated that Telemeter wired system would be operating in "a number of representative" markets this year. He said that Telemeter had received more than 50 applications to use its system in off-the-air tests.

In a statement scheduled to be presented Friday, James M. Landis, special counsel for Skiatron Electronic & Television Corp., emphasized that the root of the toll tv issue "is the inherent right of the American people to choose their own entertainment and pay for it or not as they may choose."

Mr. Landis claimed that the Skiatron system [Subscriber-Vision] had been successfully demonstrated to the public in New York City over WOR-TV that city in a special test in cooperation with the New York Academy of Medicine.

He said that a new "communication industry is prepared to offer its service to the public—a service which the public can accept or reject." The major tv networks and motion picture exhibitors—"our opponents" —obviously are "afraid" to let the public decide, he charged.

Mr. Landis said that "more free programs" as well as additional toll programs would be offered. "Today, less than one third of the available 1,875 tv frequencies are being utilized," he declared. "These channels are blank because the advertising dollar can't be stretched far enough to cover them. Subscription television would bring new income to the telecasting industry . . . more stations . . . greater program offering."

All Skiatron asks is "the right to compete" and the opportunity to put "an economic base" under the tv industry, Mr. Landis said.

In a related development Thursday afternoon, Sen. Charles E. Potter (R-Mich.) sent a letter to Rep. Harris urging that the Commerce Committee take appropriate action to prevent pay television from gaining a "foothold".

Sen. Potter voiced opposition to any tv system that would cancel "the promissory note" the government signed in decreeing that tv should be free. He charged that the investment in sets has already amounted to $17 billion and that nearly $200 million has been invested by business plus much more by individuals in building free tv.

Sen. Potter said that pay tv could survive on about 5% of the audience and that, in effect, 95% of the present audience could be "outbid."

The Michigan senator also declared that the FCC authority to permit such tests is "open to serious legal question."

COMING ATTRACTIONS

Next on the calendar when the hearing resumes tomorrow (Tuesday) for the second week are the many opponents to the pay tv trials including spokesmen for the major tv networks, NAB President Harold Fellows testified late Friday.

With the first week's hearings already having consumed more time than expected, it is problematical whether the balance of the witnesses can be worked in this week. Due to prior commitments, the Commerce Committee will not be able to hold toll tv hearings next week.

"TARGET"
TV's
PROPELLING
NEW
FORCE!
→ SEE
PAGES
12 & 13

66,707 Texan Voices Raised Against Pay Tv

EAST TEXANS *sang out in a 66,707-voice objection when Marshall Pengra (above) of KLTV (TV) Tyler, Tex., asked them what they thought about pay tv. The loud chorus of protest (there were two affirmative voices) reached the ears of Congress last week, as Mr. Pengra forwarded the mail in time for early pay tv hearings.*

When folks around Tyler, Tex., speak, they mean to be heard, Marshall Pengra can verify. The general manager and co-owner of KLTV (TV) Tyler outlined the pay vs. free tv situation and asked East Texans what they thought of pay tv, and 66,707 shot back replies (the early count last week contained only two pro-pay tv votes).

This is the number of individuals represented in more than 11,000 cards, letters and wires and some 200 petitions, which KLTV has sent along to the House Commerce Committee for guidance in committee hearings on toll tv this week (see page 31).

In a broadcast Jan. 2, Mr. Pengra asked viewers for preferences among four kinds of television: free tv, closed-circuit pay tv, community cable tv and broadcast toll tv. The 66,707, except for two mavericks, stood up to be counted for free tv.

They had been told by Mr. Pengra that KLTV was ready to pitch its lot with pay-see, contingent on some ifs—if viewers thought the system should be tried, and if it became a necessity for economic survival. He quoted statements by network heads that they would be forced to fall in line, if pay tv should become established.

The KLTV broadcast also incorporated a filmed panel discussion originally broadcast over KRON-TV San Francisco, featuring that city's mayor, city attorney and newsmen discussing closed-circuit pay tv. After the KRON-TV film, Mr. Pengra showed how a local closed-circuit system, starting with baseball programs, might develop into a national toll system. He demonstrated the economic potential of pay tv with the figures from the Politz Study on how many viewers are willing to pay to see the World Series, boxing and other shows on a subscription tv system.

Before asking viewers to vote on whether or not they wanted pay tv, Mr. Pengra asked them to write and urge congressmen to support free tv, to notify city authorities about closed-circuit systems and to refuse to pay any station or company for programs.

Encouraged by early and heavy response, Mr. Pengra went on the air six days later with a progress report. Last week he repeated the original discussion with a late report from Sen. William Langer (R-N. D.) on his bill to ban pay tv.

But 66,707 signatures don't tell the whole story of the KLTV campaign. Local officials and leading citizens—publishers, mayors, bank presidents—have put themselves on record against toll television and are influencing constituents and customers to join them. They supplied quotes for Mr. Pangra's first follow-up broadcast.

The KLTV news staff in a continuing investigation of the subject turned up numerous applications for pay tv franchises on file with area city councils, including some station applicants. After KLTV publicized the fact, some of them publicly recanted and joined the chorus coming out of East Texas against the toll idea.

Free Tv Airs Debate of Fee Tv Adversaries

The controversy over pay television was aired on "free" television Jan. 12 as two outspoken partisans clashed on ABC-TV's *Open Hearing* (9-9:30 p.m.) Speaking for pay tv was Ted Leitzell, public relations director for Zenith Radio Corp. (Phonevision); his opponent was Dr. Dallas W. Smythe, research professor of communications at the U. of Illinois.

Moderating the 30-minute session from Washington were ABC newsmen John Secondari and Edward P. Morgan. Mr. Secondari, head of the ABC Washington news bureau, interviewed Mr. Leitzell and Mr. Morgan, a news commentator, conducted the Smythe portion of the program.

The program had been underway for only two minutes when Mr. Leitzell charged that his opponent was burning the candle at both ends. He claimed that "a little over three years ago" Dr. Smythe wrote to him for employment. "First he called me on the telephone and asked for a job with Zenith to become a paid consultant. In his letter he said 'I would never accept a consulting relationship on policy matters unless I believed in the point of view I was supporting,' " Mr. Leitzell asserted. He went on to quote Dr. Smythe:

" 'In the light of my Washington experience [FCC] and all my subsequent studies, however, I think I could do a constructive

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Dictionaries define it as "power to attract; power to gain the affections." AND KOA-RADIO HAS IT! The programming and personality magnetism that dominates the entire Western Market!
Cov'er•age — KOA-RADIO reaches —and sells—4 million Westerners in 12 states, PLUS the summer BONUS audience of over 12½ million tourists!
Ra'dio — means KOA-RADIO — the only station you need to sell the entire Western Market!
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AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
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RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

IN MEMORIAM

An eight-page "special" edition of the weekly *Phoenix* (Ariz.) *Sun.*, dated Jan. 13, 1963, and "reporting" the demise of free tv and the horrors of pay tv, marks the latest effort by KOOL-TV Phoenix to disparage the toll-television cause. This five-year jump into the future finds the man in the street a defenseless, entertainmentless victim of a merciless, monopolistic corporate octopus named "Payola-Tv Inc."

Page one of the tabloid edition sets the stage with a bold banner headline, "PAY-V KILLS FREE TV," and a lead story about the end of "the last free tv station in the U. S." (KOOL-TV) following close on the heels of CBS which "folded up last year." There is an accompanying picture of KOOL-TV's general manager, Tom Chauncey, looking forlornly at the "For Lease" sign on the station's door, over which is the inscription, "See It Free on KOOL-TV."

In Washington last week Mr. Chauncey passed around copies of the special edition to fellow CBS-TV affiliates at their meeting and told them he hoped the state of affairs described on its pages never becomes a reality.

The ensuing pages are replete with mock ads and stories indicating a future in which only the wealthy can afford worthwhile pay-tv features, whereas average people can barely pay for re-releases of old free-tv shows, travelogues and a *Swamp Woman* film series.

job for you in helping to get commercial authorization for subscription tv'."

Mr. Secondari interjected that this was all "very interesting but that examination of Dr. Smythe's credentials was not the purpose of *Second Hearing*. The purpose, Mr. Secondari said, was "to inform the tv audience on paid tv . . ."

But Mr. Leitzell refused to be swayed. "If there is any real debate you have the right to question the validity of . . ." he said, before Mr. Secondari broke in—"But we're not debating, sir." Following this exchange:

Leitzell: "Why did you ask me to come down to a debate? The point is . . ."

Secondari: "Well sir, I asked you to come down to inform the people . . ."

Leitzell: "Well, I'm just informing them on what they're going to hear because . . ."

Secondari: "Well, first just let's . . ."

Leitzell: "Five weeks before he took his paid job to do this paid study against paid tv he made his last application to Zenith for a job . . . and I'd like to have that on the record."

Secondari: "Well, *now* will you answer my question, Mr. Leitzell . . ."

At this point, Mr. Leitzell answered Mr. Secondari's specific queries on pay tv and explained the toll system's general workings. But he maintained that the American people were being "undemocratically" deprived of testing a "new invention" because the "opposition" was trying to prevent the FCC from learning all the "facts." He charged that NBC "has even called their affiliates and asked them to contribute money to a new committee, the so-called 'Committee Against Pay-As-You-See-Tv' operating here in Washington." NBC, however, asserted last week it has neither contributed to the committee nor asked its affiliates to do so.

Mr. Morgan, turning to Dr. Smythe, noted that Mr. Leitzell's remarks "indicated that at one time you favored . . . at least exploring the merits of . . pay tv. You may want to take equal time or the equivalent of it to tell us why."

Dr. Smythe replied that "I shan't take the time to disentangle the facts from the coloring in Mr. Leitzell's attack on me. But in the beginning when paid tv was just a vague idea, I, along with millions of others who'd been subjected to the promoters' propaganda, thought it could operate in the public interest and I was very much intrigued by it. But when the detailed plans of how pay tv would be conducted became known, which was subsequent to the time Mr. Leitzell discussed, I came to a contrary opinion which I'm glad to support."

Dr. Smythe also said the "fact of the matter" is that "as few as one sixteenth of the members of an audience of say *Gunsmoke* could contribute enough pay-tv revenue to "deprive the remaining 15/16th of seeing it." *Gunsmoke,* he noted, reaches 13 million viewers on CBS-TV, costs the advertiser $90,000 a week, and "if one-sixteenth of those viewers paid 25¢ a week the gross that the paid tv people would collect would be more than twice the total cost of the program to the advertisers . . . and this inevitably would lead to the substitution of pay for free tv."

Charging that if this came about there would be a "technological monopoly," Dr. Smythe said that "I can't imagine FCC or the Congress or the public for a minute would put up with the conditions necessary to have competition between paid tv promoters."

Bartlesville Pay Tv System Changes to Meter Charges

The Bartlesville wired movie system—the only pay tv operation in existence—has changed its method of charges. It now offers a metering plan as an alternative to the fixed $9.50 monthly charge.

Under the new plan, subscribers are charged $3.50 a month for any five pictures during the month. Subscribers viewing more than the five pictures pay a charge of 65 cents for each additional picture. The 65 cents is the same as the admission price to Video Independent Theatres' downtown conventional first-run theatre.

The meter being used in the test was manufactured by Video Independent subsidiary Electronics International Inc., Oklahoma City. It records only the amount of time the subscriber's set is receiving Telemovies. It is installed outside the house and is read monthly. There is no fee for meter installation.

SYMPHONY FOR TOLL

An appeal for a "fair trial" of pay tv "since this appears to be the only opportunity to program our great symphony orchestras" has been made by George A. Kuyper, manager of the Chicago Symphony Orchestra. In a letter to Rep. Barratt O'Hara (D-Ill.), Mr. Kuyper asked the congressman to use his office to see that subscription tv is given a trial.

Mr. Kuyper wrote that he is vitally interested in pay tv, "both as a citizen who deplores the vast quantities of inferior programs offered on my tv set and as manager of one of our great symphony orchestras which does not have, under the present control of our television channels, the opportunity to reach vast numbers of people who long for good music and are presented with so little of it." Rep. O'Hara had the letter printed in the *Congressional Record.*

ANOTHER ANTI-TOLL BILL

The seventh bill prohibiting subscription television was introduced last week in Congress by Rep. Cleveland M. Bailey (D-W. Va.). Rep. Bailey's bill (HR 9898) follows four introduced during the first week of the current session of Congress [GOVERMENT, Jan. 13], while two anti-pay tv measures are carryovers from the first session of the present 85th Congress.

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PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Albert Abrams, vice president and secretary-treasurer of Knomark Mfg. Co., newly-acquired Revlon Inc. subsidiary [ADVERTISERS & AGENCIES, Jan. 13], appointed president of firm. No mention was made of **Samuel Abrams,** founder and president of Knomark, but it is understood that he will remain with company as officer.

Harry D. Way, former media director, Warwick & Legler, N. Y., to Erwin Wasey, Ruthrauff & Ryan, that city, as vice president and director of media and member of plans board.

◄ **Frank J. Savage,** formerly associate copy director and copy department manager, Young & Rubicam, Chicago, to H. M. Gross Co., that city, as vice president and creative director. Before joining Y&R, Mr. Savage spent seven years as copywriter for J. Walter Thompson Co., in Detroit and New York.

Donald H. Halstead, account executive, J. M. Mathes Inc., N. Y., named vice president. **Leonard Marshall,** head of international department, also named vice president.

Tyler Davis and **Robert C. Brilmayer,** vice presidents of Endorsements Inc., N. Y., named senior vice presidents. Mr. Davis also named chairman of executive committee. In addition, **Robert Montgomery,** former Paramount Pictures executive, was appointed vice president of firm.

Wilbur E. Dutchess, assistant vice president, and **Frank J. Doogan,** sales director, Pioneer Ice Cream Div., Borden Co., N. Y., elected vice presidents of division.

Don Foth, Byron Reynolds and **Elinar Akerson,** Charles Bowes Adv., L. A. and S. F., named senior vice president-creative manager, vice president-San Francisco manager and vice president-business manager, respectively.

Milton S. Samuels, formerly with Lady Esther for seven years as vice president, Chemway Corp. and general manager, Lady Esther division, to Gordon Best Co., Chicago, as vice president. Before joining Lady Esther, he was sales manager of Jules Montenier.

◄ **Samuel Thrum,** formerly media director, advertising services division of Lever Bros. Co., promoted to newly-created position of general manager of division. Mr. Thurm will supervise Lever's corporate advertising and consumer relations budget administration and operation of promotion services division, as well as continuing to direct media division.

Frederick G. Gahagan, research planning director, Institute for Motivational Research. **Alex Gochfeld,** director of research coordination, and **Dr. John Vogel,** head of European operations, elected vice presidents in charge of research planning, research coordination and European operations, respectively.

Edward C. Fleri Jr., radio-tv timebuyer with BBDO, N. Y., named supervisor of spot broadcasting and telecasting with responsibilities for spot radio and television broadcast buying for agency. In his new capacity, Mr. Fleri will supervise radio and tv buyers, assist in formation of media plans and work on new business for spot radio and tv.

Perry E. Pasmezoglu, Irwin-Los Angeles Adv. agency and previously for nine years with Fox West Coast Theatres in public relations, advertising and exploitation, has joined Goodman Adv. Inc., L. A., as senior account executive.

◄ **John T. Wheeler,** Ford Motor Co.'s Edsel division, to Ross Roy, Detroit, as account executive on Chrysler division account.

Nat Lazar, formerly account executive in direct mail division of R. L. Polk & Co., has joined Shaller-Rubin Co., N. Y., as account executive.

Ellis Dodson, formerly western regional manager, becomes merchandise chief for Paper Mate's wholesale and retail div.; **Bert M. McCabe,** Los Angeles district manager, named merchandising chief for chain drugs, and **Jack Houston,** formerly syndicate sales manager, assumes merchandising post for variety and food sales. All will headquarter at Paper Mate's executive offices in Merchandise Mart, Chicago. Paper Mate is subsidiary of Gillette Co.

Beverly D. Bianco, ► radio-tv coordinator, C. E. Chapell & Sons, where she handled copy, contact and production work for 22 departments, joins Spitz Adv. Agency, Syracuse, N. Y., in similar capacity. She also handled education programs for WICU (TV) Erie, Pa., and WGR-TV Buffalo, N. Y.

◄ **J. Arthur Rath,** advertising manager, Pocono Record Inc., Stroudsburg, Pa., joins Spitz as account executive. Mr. Rath was also associated with Ottaway Newspapers - Radio Inc., where he handled advertising space sales, layouts and copy for Oneonta Star Inc.

Benjamin F. Grogan, 16-year veteran with General Foods Corp., White Plains, N. Y., in various advertising-promotion-marketing posts, to Lennen & Newell, N. Y., as associate merchandising director on Stokely-Van Camp account.

John Harper, chief timebuyer, D'Arcy Adv.'s Standard Oil, Monarch Foods and General Tire & Rubber accounts, joins North Adv., Chicago, as media director. He will be in charge of time and space buying for agency's Adorn hairspray, Hush deodorant, Silver Curls and Tonette home permanent accounts.

Bob Emenegger, formerly with Concord Co., L. A., public relations firm, to radio-tv staff of Dan B. Miner Co., that city. He will be in charge of budgeting and estimating of department's production work. ►

Carl W. Stursberg Jr., formerly sales and advertising manager of General Foods' Swansdown products, to Street & Finney, N. Y., as executive assistant to president.

Harold S. LeDuc, vice president in charge of public relations, Bell Telephone Co. of Pennsylvania, retired, has joined Gray & Rogers, Philadelphia, public relations staff.

Philip J. Meany, retired founder of Los Angeles advertising agency that bears his name, died Jan. 11 following heart attack, 15 days before his 70th birthday.

FILM

Lawrence M. Goodwin of Detroit, **J. Frank Carpenter** of Chicago and **Jack V. Shippee** of San Francisco have been elected resident vice presidents of United Film Service Inc.

Edward T. Kenner, formerly film producer-director and production supervisor with Maxon Inc., N. Y., to vice president in charge of sales and service with Pintoff Productions Inc., that city, producer of animated commercials.

Bill Goodnight, general district sales manager, Alexander Film Co., Colorado Springs, Colo., promoted to manager of eastern sales division, with headquarters in Lexington, Ky.

Murray Baker, formerly Cincinnati district sales manager of Distributors Corp. of America, feature film distributor; **Joseph M. Barren,** president of Film Creations Inc.; **George Drase,** ABC-TV Chicago; **Rolan Van Nostrand,** ABC-TV New York, and **Oscar (Bud) Lynott,** Pepsi-Cola Mexicana S. A., and **Lee Cannon,** previously with Ziv-Tv, all joint Television Programs of America as account executives. Mr. Lynott joins TPA's foreign sales staff.

Arthur E. Breider, formerly with Ziv Television Programs, joins MGM-TV as central division sales manager. He will handle sale of MGM features, tv commercials and industrial films.

Peter H. Cooper, former production manager of UPA New York, has been appointed manager of animation operations of Robert Lawrence Productions that city producer of television commercials.

Maurice A. Bergman, eastern talent and story head, Universal-International Pictures, N. Y., has resigned to take over newly-created position of public affairs director for Motion Pictures Assn. of America. In his new post he also will take over duties now assigned to **Oscar A. Doob,** executive

Mr. Doob tendered his resignation late last year to become effective Feb. 15.

John Gilmour, formerly producer-director with Pathe Pictures Inc., N. Y., to Robert Lawrence Productions, that city, as staff director.

William J. Hooper, formerly with ABC Film Syndication, has been appointed account executive in Chicago office of CBS Television Film Sales.

NETWORKS

Joseph A. Oleske, director of accounting for CBS, appointed controller of CBS News. Mr. Oleske will be in charge of newly-formed CBS News financial department.

◄ **Jerome B. Golden,** associated with American Broadcasting - Paramount Theatres legal department and previously with Paramount Pictures has been elected secretary and general counsel of AB-PT, succeeding **Herbert Lazarus,** resigned.

John Fitzgerald, director of sales service for ABC-TV since June 1957, has been promoted to post of administrator in cost control unit of ABC. **Alice Stamatis,** assistant director of sales service for network, named to succeed Mr. Fitzgerald as director of sales service.

◄ **James Z. Gladstone,** formerly budget manager for NBC, has been named comptroller of MBS. **Raymond L. Fuld,** most recently associated with MGM-TV film division, has joined MBS as account executive.

Jack Ward Mitchell, formerly manager of American Broadcasting Network's script department, named to newly-created post of supervisor of daytime programs, CBS Radio. Mr. Mitchell was previously with NBC script department as well as with Twentieth Century-Fox and RKO Radio Pictures.

Carol Richards, vocalist, signed to appear on ABN's *Breakfast Club* for 13 weeks, starting Jan. 13, succeeding **Jeril Deane.**

STATIONS

Charles L. Murn, sales manager, WOKO Albany, N. Y., elected to board of directors of Governor Dongan Broadcasting Corp., and appointed station manager of WOKO.

Howard B. Hayes, vice president and general manager of Governor Dongan takes on additional duties as general manager of WPIK Alexandria, Va.-Washington, sister station of WOKO. He has actively headed WOKO since 1956 and will continue to do so, but will combine his activities in offices in Washington.

Joe H. Baker, vice president of Inland Broadcasting Co. and assistant general manager, KBON Omaha, Neb., named to board of directors of Inland, licensee of station.

◄ **R. Morris Pierce,** head of WANE-TV Fort Wayne, Ind., named vice president and general manager of WANE-AM-TV. Before joining WANE-TV, Mr. Pierce had been with WXYZ Detroit, WWVA Wheeling and WGAR Cleveland.

Norman L. Posen, account executive, WMAL Washington, to WGKV Charleston, W. Va., as executive vice president and general manager.

Jack Stapp, formerly ► program manager of WSM Nashville, to WKDA that city as vice president and general manager, succeeding **Harvey Glascock.** Mr. Glascock moves to New York as national sales director for Kluge stations of which WKDA is member.

Joseph Wolfman, vice president and general manager, KCBQ San Diego, to KSON San Diego as assistant to vice president.

◄ **William F. Malo** elected vice president in charge of sales for WDRC Hartford, Conn.

Robert E. Mitchell, ► WINZ Miami, named general sales manager. Mr. Mitchell has been in charge of local and national sales and has been with station for two years as account executive.

Thomas E. Leighton, commercial manager, WSLB Ogdensburg, N. Y., promoted to general manager.

C. Edward Little, formerly general manager, WITV (TV) Ft. Lauderdale-Miami, to WGMA Hollywood, Fla., as general manager.

◄ **Dick Drummy Jr.,** WFAA-TV Dallas, promoted to national sales manager. Before joining WFAA-TV, he headed Dallas tv sales office of Edward Petry & Co. from 1950 until August 1954. **Bob King,** program manager, appointed local and regional sales manager and **Tom Palmer,** assistant program manager for WFAA-TV, named to head programming and production.

Lee Vincent named sales manager of WILK Wilkes-Barre, Pa.

M. Earl McDonald, account executive, WRVA Richmond, Va., named local sales manager.

Jack Allen, formerly vice president and general manager, WTVJ (TV) Miami, to WPST-TV that city as retail sales manager.

Ben K. West, commercial manager of WTVP (TV) Decatur, Ill., promoted to station manager. ►

Jayne Swain, assistant manager of WAKE Atlanta, named station manager; **Peter P. Theg,** formerly manager of WMTV (TV) Madison, Wis., to WILD Boston as station manager; **Thomas Whitley** named acting station manager of WYDE Birmingham, and **Michael Secrest,** formerly program production director of Storz and Johns Stations, named WYDE program director. WAKE, WILD and WYDE are all Bartell stations.

James C. Dowell named station manager of KIOA Des Moines. **Tom Looney,** formerly with KOSA Odessa, Tex., joins KIOA as d.j.

Nicholas A. Bell, manager, ► WGUY Bangor, Me., to WARE Ware, Mass., as station manager.

Lee C. Hanson, plant manager, Rochester Gear Inc., to WKMH Dearborn, Mich., as merchandising and promotion manager, succeeding **Robert L. Hodges.**

Stephen C. Meterparel, formerly assistant promotion manager, WBZ-TV Boston, named assistant promotion manager of WBZ-WBZA Boston-Springfield, Mass.

Barbara Beach, assistant traffic manager, KBIG Catalina, Calif., in station's Hollywood headquarters, promoted to traffic manager, succeeding **Nancy Hefley,** who resigns to devote more time to her work as professional musician and teacher of piano, organ and accordion.

Bob Cooper, program director, KONO San Antonio, to KGO San Francisco in similar capacity. **Hal Berger,** production department, named KGO news director. **Buddy Webber, Jim Lange, Bill Anthony** and **Steve Cannon** also have joined KGO as personalities.

John Hauser, engineering staff, WOOD Grand Rapids, Mich., promoted to assistant chief engineer.

Ronald J. Pollock, research and sales development consultant for WPIX (TV) New York, named sales development supervisor.

Curtis Prior, merchandise manager, WRC-AM-TV Washington, promoted to account executive for WRC.

Ralph F. Glazer, formerly account executive, CBS Radio Spot Sales in New York, to KSFO San Francisco in similar capacity.

Bob Faselt, formerly with Peters, Griffin &

TWO-LETTER MAN

Robert O. Reynolds, president and general manager, KMPC Los Angeles, made sports page headlines last Monday when he and Billy Casper came in second among amateur-professional teams at the Bing Crosby Open Golf Tournament held Jan. 12 at Pebble Beach, Calif. In earlier years, Mr. Reynolds was a regular sports page feature as All-American football star from Stanford U. and a member of the Stanford Athletic Hall of Fame. The Reynolds-Casper score was 261, just one stroke behind the winning team.

Woodward, N. Y., to WNEW that city as account executive.

Henry A. Magnuson, news director, WCSH Portland, Me., named night news editor of WCSH-TV, succeeding **Larry Geraghty,** who was appointed station's news director.

Monroe Benton, formerly news director, WELM Elmira, to WTRY Troy, both New York, as news editor.

Art Lamb, formerly host of his own show, *Lamb Session,* on WTTG Washington, to WRC that city as host of *Scrapbook.*

Tom Eagleson, former excursion boat captain, to WQXQ Ormond Beach, Fla., as d. j. Named "Mr. Q," he is on air from 7 a.m. to noon six days week. He also has been signed by WESH-TV Daytona Beach, Fla., to do across board fishing news program.

Bill Rice, WNEW New York, to WSAI Cincinnati, Ohio, as news and staff announcer.

Bill Fitzgerald, formerly with Associated Press in Indianapolis and reporter for *Nebraska City* (Neb.) *News-Press,* to KMTV (TV) Omaha news staff.

Frank Taylor, chief announcer for three years at WKRC Cincinnati, Ohio, promoted to station's sales staff, effective Jan. 27. **Jack Remington,** WKRC disc jockey, replaces Mr. Taylor as chief announcer while maintaining on-air schedule.

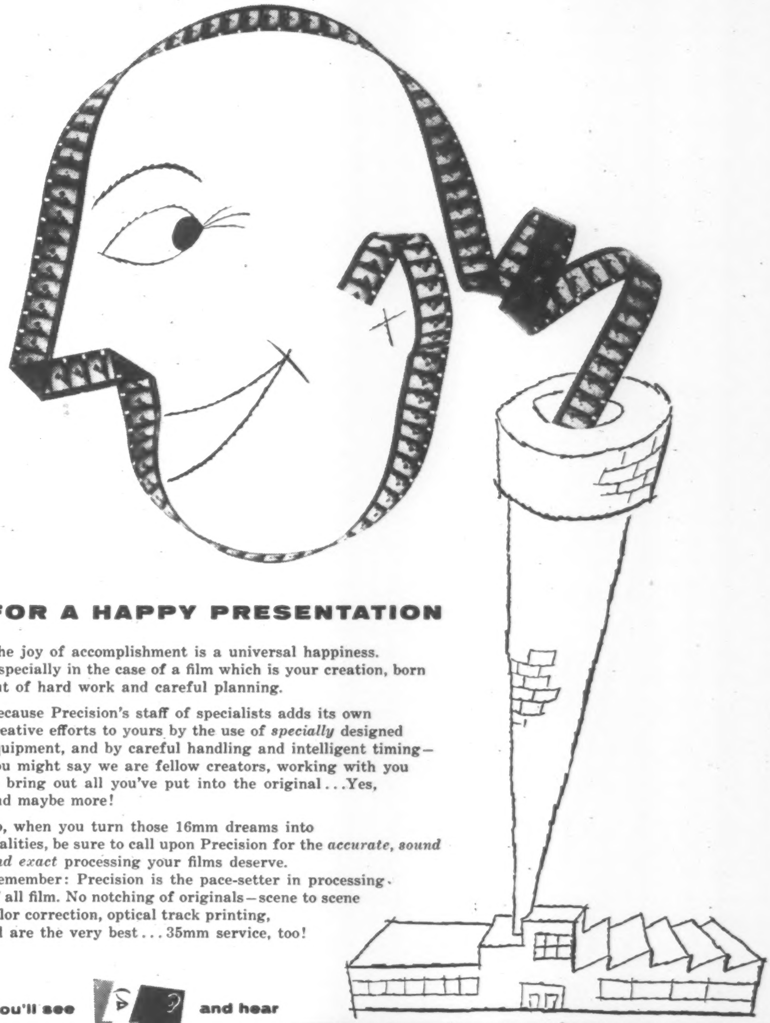
Dan Davis, formerly with KATL Miles City, Mont., to KTLN Denver sales staff.

Robert W. (Bus) Spann, formerly with sales department of WNOK-TV Columbia, S. C., to WIS-TV that city sales department.

John Hansen, who resigned Dec. 1 as manager of KABC Los Angeles, has joined sales staff of KCOP (TV) that city.

Dewey Hodgin, formerly U. S. Army motion picture photographer stationed at Yuma Test Station in Arizona, to WFMY-TV Greensboro, N. C., production department.

Merle H. Tucker, owner of KGAK Gallup, N. M., named State Tourist Director in Sante Fe by New Mexico Gov. Edwin Mechem.



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United Press Facsimile Newspictures
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Build Ratings

WEALTH of broadcasting background was represented at farewell party for Louis Roen, NBC Chicago announcer who retired to Florida after 25 years service in network's central division. L to r: Bob Brown, onetime NBC announcer in early '30s, now with Leo Burnett Co.; Mr. Roen; William Kephart, NBC Chicago chief of announcers who started with network in 1930 as engineer; Norman Berry, announcer since 1934, and Jules Herbuveaux, NBC vice president in charge of WMAQ and WNBQ (TV) Chicago, who started in radio's crystal set days as musician.

William Grant, president of KOA-AM-TV Denver, appointed state chairman of 1958 heart fund drive of Colorado.

Frank S. Lane, general manager, KRMG Tulsa, Okla., elected president of that city's press club for 1958.

Arthur Hamilton, station manager of WRCA New York, appointed chairman of radio-tv division of 1958 fund raising campaign of Boy Scouts of America.

Bryson B. Rash, veteran newscaster for WRC-AM-TV Washington, elected secretary of National Press Club in that city.

Chuck Bill, farm director and m.c.-personality at WBKB (TV) Chicago, will lead group of 30 local farm owners-operators on good will tour of Europe and Soviet Union from May 11-June 1. Purpose of tour, organized by Tom Maupin Assoc. of Lawrence, Kan., is to study agricultural methods and conditions behind Iron Curtain.

REPRESENTATIVES

Fulton Wilkins, eastern sales representative for KNX Los Angeles, with headquarters in New York, to CBS Radio Spot Sales New York as account executive. He succeeds **Ralph Glazer.**

Robert J. Lobdell, formerly with Weed & Co., N. Y., to Adam Young Inc. that city as radio salesman.

PROFESSIONAL SERVICES

Herschel Williams, former vice president of Ruthrauff & Ryan on Lever Bros. account, to Robert C. Durham Assoc., N. Y., advertising agency management consultant firm, as vice president and director.

Bernard A. Marden, general sales manager and assistant to president of Nechi-Elna Sewing Machine Co., has resigned to become vice president and member of executive plans board of S. Jay Reiner Co., national contest and merchandising consultant, N. Y.

Robert Matthew Beckman, ► with Dept. of Justice, Antitrust Div., as trial attorney from August 1956 to November 1957, joins Washington law firm of Koteen & Burke.

◄ **Herbert H. Schenck,** managing director of Companhia Radio Internacional do Brasil and vice president-director of Standard Electric S. A., Rio de Janeiro subsidiaries of International Telephone & Telegraph Corp., joins Page Communications Engineers as director of engineering, effective March 1.

PROGRAM SERVICES

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., elected member of board of directors of Western Union. Mr. Goldenson's election fills vacancy caused by retirement of **Frederick H. Ecker,** honorary chairman of board of Metropolitan Life Insurance Co.

William F. Grady, administrator of Cryton Precision Products, Columbia Records operation devoted to production of non-recorded plastic products, has been appointed director of manufacturing for Columbia. Also announced were appointments of **John Woolford,** with Angel Records since 1953, to product manager, classical albums, and **Joseph Massimino,** with Columbia for 17 years, to plant manager for company's Bridgeport, Conn., operations.

Ray Plummer, formerly sales manager of Choice Elliott, Co., real estate firm, to Tel National, transcription library service, as northeastern regional manager.

Kenneth Carter, for 17 years member of publicity staff of Universal-International Studios, to Skiatron Tv Inc., L. A., as publicity director.

MANUFACTURING

S. A. Standing appointed assistant to vice president and general manager of Raytheon Manufacturing Co.'s receiving tube and semiconductor operations. Mr. Standing also will continue in his present capacity as manager of cathode ray tube division.

James F. Cooper, manager, eastern district, industrial sales for RCA electron tube division, has been appointed manager of division's industrial sales.

John W. Bjorkman, formerly sales manager for W. L. Maxson Corp., to Allen B. Du-Mont Labs as military marketing manager.

Gustaf A. Wallenstrom, ► with General Electric since 1924, appointed to newly-established position of consulting engineer on antenna system structures for GE's technical products department. Mr. Wallenstrom, who has been design engineer for broadcast equipment in department since 1945, will be responsible for liaison and consulting work with department marketing, field service, purchasing and legal units and with outside customers and venders.

Richard P. Gifford, ► formerly manager of advanced engineering, General Electric, communication products department, named manager of engineering for department. He succeeds **C. M. Heiden,** who has joined GE Research Lab in Schenectady, N. Y.

Dan R. McKennon, formerly regional sales manager for Emerson Radio & Phonograph Corp., to Olympic Radio & Television Co. in similar capacity, covering north central states. He succeeds **Jerry Allen,** resigned.

◄ **Myron S. Spector,** formerly president of Insuline Corp. of America, appointed sales manager of American Geloso Electronic Inc., N. Y., North American sales agency for Geloso Hi-Tone miniature tape recorder (first Italian electronic sound device to be imported for commercial use).

EDUCATION

Judith Waller, formerly public affairs representative for NBC, joins Ohio State U. in Columbus as consultant in broadcasting activities.

INTERNATIONAL

Herb Rosenthal and **Berle Adams,** both vice presidents of MCA Artists Ltd., elected to board of directors of MCA Tv Ltd.

Station Authorizations, Applications

As Compiled by BROADCASTING

January 9 through January 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

Walla Walla, Wash.—Northwest Bcstg. System Inc., vhf ch. 5 (76-82 mc); ERP 30.3 kw vis., 23.28 kw aur.; ant. height above average terrain 1,252 ft., above ground 151 ft. Estimated construction cost $17,941, first year operating cost $217,000, revenue $250,000. P. O. address 13273 Ventura Blvd., North Hollywood, Calif. Studio location Walla Walla, Wash. Trans. location McIntyre Point, Ore. Geographic coordinates 45° 48′ 36″ N. Lat., 118° 6′ 7″ W. Long. Trans.-ant. RCA. Legal counsel Richard H. Burton, North Hollywood, Calif. Consulting engineer J. Glen Turner, Encino, Calif. Owners are **Warren L. Gray** (32%), **Sara W. Holton, Edith L. Wellington** and **William F. Barclay** (20% each) and **Alma Carraher** (8%). Messrs. Gray and Barclay are engineers with **KHJ Los Angeles**; Mrs. Holton and Mrs. Wellington are housewives. Mrs. Carraher is nurse. Announced Jan. 15.

Existing Tv Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KNDA (TV) Elko, Nev.—Nevada Radio-Television Inc., ch. 10.

KSWB (TV) Elk City, Okla.—Southwest Bcstg. Co., ch. 8.

WNEP-TV Scranton, Pa.—Union Bcstg. Co., ch. 16. Changed from WARM-TV, effective Feb. 1, in lieu of previous effective date of Jan. 1.

Translators

ACTIONS BY FCC

CALL LETTERS ASSIGNED*

K79AD Romeo, etc., Colo.—San Luis Valley Tv Inc.

K70BA Lewiston, Idaho—Orchards Community Tv Assn. Inc.

K76AH Lewiston, Idaho—Orchards Community Tv. Assn. Inc.

K72AO Jackson, Wyo.—Jackson Hole Translator Inc.

* Translator channels are designated by the numbers in their call letters.

New Am Stations

APPLICATIONS

Placerville, Calif.—Nev. Placer & Eldorado County Bcstrs., 1030 kc, 10 kw U. P. O. address 1714 Capitol Ave., Sacramento, Calif. Estimated construction cost $100, first year operating cost $14,000, revenue $48,000. Owners are **Mr. and Mrs. Charles Everett Halstead Jr.** Mr. Halstead owns **KDIA Auburn, Calif.,** and is electronic engineer. Mrs. Halstead is in beauty salon business. Announced Jan. 15.

Denver, Colo.—Denver Bcstg. Co. 1550 kc, 10 kw. D. P. O. address 8421 Wilshire Blvd., Suite 205, Beverly Hills, Calif. Estimated construction cost $36,323, first year operating cost $125,000, revenue $150,000. Owners are **William John Hyland III** and **Clifford W. Paine** (each 50%). Mr. Hyland is attorney; Mr. Paine is in food business. Announced Jan. 9.

Columbus, Ga.—Radio Muscogee, 1340 kc, 250 w unl. P. O. address % Eathel Holley, 5800 Brookgreen Road, N.E., Atlanta, Ga. Estimated construction cost $5,202, first year operating cost $24,000, revenue $48,000. Owners are **Eathel Holley** (50%), **John A. O'Shields** and **Mary W. O'Shields** (each 25%). Mr. Holley is chief engineer, **WAOK Atlanta.** Mr. O'Shields is accountant. Mrs. O'Shields, former WAOK promotion manager, is in advertising. Application contingent on grant of WDAK. Announced Jan. 9.

Long Prairie, Minn.—KWAD Bcstg. Co., 1400 kc, 250 w Unl. P. O. address Box 551, Wadena, Minn. Estimated construction cost $13,100, first year operating cost $32,000, revenue $36,000. Owners are **Robert E. Ingstad** (66%) **Marlin T. Obie** (33%) and **Mary Jean Ingstad** (0.667%). Mr. Ingstad is president and majority stockholder of **KOVC Valley City, KEYJ Jamestown** and **KBMW Wapheton,** all **N. D.,** and **KWAD Wadena, Minn.** Mr. Obie is vice president and manager of KWAD, Mary Jean Ingstad is officer of KOVC, KBMW and KWAD. Mary and Robert Ingstad are applying, with others, for a.m. station at **Oakes, N. D.** (see below). Announced Jan. 15.

Kimball, Neb.—Kimball Bcstg. Co., 1260 kc, 1 kw D. P. O. address c/o Tom H. Lutey, Box 231, Kimball, Neb. Estimated construction cost $33,000, first year operating cost $30,000, revenue $36,000. Owners are **Tom H. Lutey** (27%), **Conrad E. Bales, Joe C. Henry, Earl L. Vowers** and **H. M. Vowers** (each 6.25%) and others. Mr. Lutey is furniture retailer. Messrs. Bales and Henry are 8% owners of **KWIV Douglas** and 20% owners of **KIML Gillette,** both **Wyo.** The Vowers brothers are in ranching and oil. Announced Jan. 15.

Nebraska City, Neb.—Otoe Bcstg. Co., 1600 kc, 500 w. D. P. O. address c/o E. D. Hundley, 112 East Ninth St., Trenton, Mo. Estimated construction cost $20,607, first year operating cost $36,000, revenue $40,000. Owners are **Edwin D. Hundley** (50%), **Sam M. Arnold** and **Samuel A. Burk** (each 25%). Mr. Hundley is station mana-

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ger, **KTTN Trenton, Mo.** Mr. Arnold is 10% partner in **KIRX Kirksville, Mo.** and 40% partner in **KTTN**. Mr. Burk is 50% partner in **KIRX** and 50% partner in **KTTN**. Announced Jan. 9.

Aztec, N. M.—I. E. Shahan, 1230 kc, 250 w. U. P. O. address 407 West Broadway, Farmington, N. M. Estimated construction cost $14,642, first year operating cost $48,000, revenue $60,000. Mr. Shahan, sole owner, is 13.6% owner of **Farmington Community Television Inc**. (community ant. system). Announced Jan. 14.

Oakes, N. D.—Interstate Bcstg., 1220 kc, 1 kw D. P. O. address 519 Dakota Ave., Wapheton, N. D. Estimated construction cost $13,000, first year operating cost $32,000, revenue $36,000. Owners are **Robert E. Ingstad** (90.52%) and others. Mr. Ingstad is president and majority stockholder of **KOVC Valley City, KEJY Jamestown** and **KBMW Wapheton**, all N. D., and **KWAD Wadena, Minn.** Mr. Ingstad is applicant, with others, for am station in **Long Prairie, Minn.** (see above.) Announced Jan. 15.

Kingston, Pa.—Miners Bcstg. Service Inc., 1150 kc, 1 kw D. P. O. address Box 629, Pottsville, Pa. Estimated construction cost $44,035, first year operating cost $75,000, revenue $85,000. Owners are **Joseph L. Maguire** (42-6/7%), **John T. Maguire** and **Kenneth F. Maguire** (each 28-4/7%). The Maguire brothers are licensee or permittee of WPAM Pottsville, WLSH Lansford, and WMBA Ambridge, all Pennsylvania. Announced Jan. 14.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WAVO Avondale Estates, Ga.—The Great Commission Gospel Assn. Inc., 1420 kc.

WYLD New Orleans, La.—Rounsaville of New Orleans Inc., 600 kc. Changed from WMRY, effective Feb. 1.

KSRC Socorro, N. M.—John Blake, 1290 kc.

WCFR Springfield, Vt.—Connecticut Valley Bcstg. Co., 1480 kc. Changed from WNIX.

KENY Bellingham, Wash.—Whatcom County Bcstrs., 930 kc.

New Fm Stations

APPLICATION

Redwood City, Calif.—Frank James, 107.7 mc, 1.49 kw unl. P. O. address Redwood City, Calif. Estimated construction cost $4,250, first year operating cost $9,600, revenue $10,000. Mr. James, sole owner, is owner as joint tenant with his wife of **KSPA Santa Paula, Calif.** Announced Jan. 15.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KTYM-FM Inglewood, Calif.—Albert John Williams, 103.9 mc.

WTOW-FM Towson, Md.—WTOW Inc., 101.9 mc.

WBOS-FM Brookline, Mass.—Champion Bcstg. System Inc., 92.9 mc.

WEDK Springfield, Mass.*—School Committee of the City of Springfield, Mass.

WHKP-FM Hendersonville, N. C.—Radio Hendersonville Inc., 102 mc.

WBLY-FM Springfield, Ohio—Champion City Bcstg. Co., 103.9 mc.

WOBN Westerville, Ohio*—Otterbein College.

Ownership Changes

APPLICATIONS

KFOX-AM-FM Long Beach, Calif.—Seeks transfer of control of licensee corp. (**Hogan Bcstg. Corp.**) from **Arthur B. Hogan** to **Kevin B. Sweeney** (32%), **Harry L. (Bing) Crosby Jr., Kenyon Brown, George L. Coleman** and **Joseph A. Thomas** (each 17%) for $100,000 cash. Mr. Sweeney is president of **RAB**. Mr. Crosby owns 25% of **KCOP (TV) Los Angeles, Calif.** and 6.12% of **KGLC Miami, Okla.** Mr. Brown is 25% owner of KCOP, 49.99% owner of **KANS Wichita, Kan.**, and 22.15% owner of KGLC. Mr. Coleman owns 25% of KCOP and 6.45% of KGLC. Mr. Thomas is 25% owner of KCOP. Announced Jan. 9.

KLOV Loveland, Colo.—Seeks assignment of license from **William R. Vogel** and **Monroe T. Smock**, d/b as **Vogel & Smock** to Wm. R. Vogel, Monroe T. Smock and **Jack R. Caldwell**, d/b as Vogel & Smock. Mr. Caldwell purchased 5% limited partnership interest for $2,631. Announced Jan. 15.

WBOP Pensacola, Fla.—Seeks assignment of license from **WBOP Bcstg. Co.** to **Tri-Cities Bcstg. Co. Inc.** for $65,000. Assignee is owned by **E. O. Roden** (40%), **W. I. Dove** (23%) and others. Mr. Roden is sole owner of **WBIP Booneville**, 30% partner in **WTUP Tupelo**, 50% owner of **WAZF Yazoo City**, 40% partner in **WEGA Newton**, all Miss., and 40% owner of **KREL Baytown, Tex.** Mr. Dove is 17% owner of WAZF and 23% owner of KREL. Announced Jan. 15.

KWVY Waverly, Iowa—Seeks assignment of cp from **Burt N. Murphy** and **Wilbur L. Schield** d/b as **Cedar Valley Bcstg. Co.** to **Cedar Valley Bcstg. Co.** Corporate change. No control change. Mr. Murphy is 22.5% owner of assignee and Mr. Schield 29%. Announced Jan. 9.

WPON Pontiac, Mich.—Seeks assignment of license from **Gerity Bcstg. Co.** to **Chief Pontiac Bcstg. Co.** for $275,000. Assignee is owned by **Edward E. Wilson** (35%), son of former U. S. Secretary of Defense **Charles Wilson; John C. Pomeroy** (10%), president of **WILS Lansing, Mich.**, and **Lansing Bcstg. Co.** (55%), licensee of WILS. Announced Jan. 8.

KSHO-TV Las Vegas, Nev.—Seeks transfer of positive control of licensee corp. (**Television Co. of America Inc.**) from **Nathan Adelson** to **Mervyn Lee Adelson**. Messrs. Adelson are father and son. Announced Jan. 10.

KAVE-AM-TV Carlsbad, N. M.—Seeks transfer of control of licensee corp. (**Voice of the Caverns Inc.**) from **Nancy H. Battison** to **Edward P. Talbott** for $22,500. Mr. Talbott will then own 50.5%. Announced Jan. 13.

KXLE Ellensburg, Wash.—Seeks assignment of license from **Central Wash. Bcstrs. Inc.** to **Willis R. Harpel** and **Stephen C. Wray** d/b as **Wash. Bcstg. Co.** Corporate change. No control change. Announced Jan. 10.

WMAM-AM-TV Marinette, Wis.—Seeks transfer of control of licensee corp. (**M. & M. Bcstg. Co.**) from **William E. Walker** and others to **Evening Telegram Co., Superior, Wis.** (55%) and others for $211,764. Eve. Tel. Co. is 32.25% owner of **WEBC Duluth, WMFG Hibbing** and **WHLB Virginia**, all **Minn.**, 34.8% owner of **WISC-AM-FM-TV Madison, Wis.**, and is newspaper publisher. Announced Jan. 10.

Hearing Cases

INITIAL DECISION

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of **Geoffrey A. Lapping** for new am station in **Phoeniz, Ariz.**, to operate on 1480 kc, 500 w D, with condition that program tests will not be authorized until applicant has submitted proof to show that he has divested himself of all interest in and severed all connections with **KPOK**

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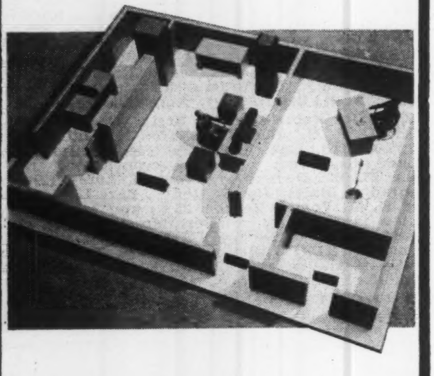

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Scottsdale, Ariz. Announced Jan. 10.

Routine Roundup

ACTIONS BY FCC

PETITION FOR RULE MAKING FILED

WKOX Framingham, Mass.—Petition requesting that revised tentative allocation plan for class B fm broadcast stations be amended so as to assign ch. 289 to Framingham, Mass. Announced Jan. 10.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on dates shown

Ordered that hearings shall commence on Mar. 10 in following am proceedings: **Carroll Bcstg. Co., Oak Grove, La.,** and **Humphreys County Bcstg. Co., Belzoni, Miss.; The Albany Bcstg. Corp., Albany, Ore., W. Gordon Allen** and **The Community Bcstg. Co. of Ore.,** both **Eugene, Ore.** Action Jan. 6.

By Hearing Examiner Jay A. Kyle on January 7

On own motion, ordered that oral argument will be made on petition to strike exhibits and for grant, filed by **Joseph M. Ripley Inc., Jacksonville, Fla.,** 9:00 a.m., Jan. 20, in proceeding on its am application and that of **Dan Richardson, Orange Park, Fla.,** and in same proceeding, ordered that oral argument will be made on Ripley's request for praecipe for witness subpoena to be directed to **D. W. McLeed,** Tax Assessor, **Clay County, Fla.,** 9:30 a.m., Jan. 20.

By Hearing Examiner H. Gifford Irion on January 7

Granted motion for continuance of hearing date and to set date for exhibit exchange filed by **WKBW-TV Inc.** and **Greater Erie Bcstg. Co.,** in ch. 7 proceeding, **Buffalo, N. Y.;** exhibits will be exchanged among parties on Jan. 20, and date for hearing is continued from Jan. 15 to Jan. 29.

By Hearing Examiner J. D. Bond on January 8

Granted petition **of K. C. Laurance, Medford, Ore.,** for leave to amend his am application to specify operation on 1300 kc, 5 kw, instead of 800 kc, 1 kw and application as amended is removed from hearing docket, and application of **Philip D. Jackson, Weed, Calif.,** is retained in hearing status.

BY FCC

On petition by **Community Bcstrs. Assn. Inc.,** Commission on Jan. 9, granted extension of time for filing reply comments from Jan. 13 to Feb. 12 in matter of amendment of Part 3 of rules and technical standards concerning power limitation of class IV am broadcast stations.

By Hearing Examiner Charles J. Frederick on January 9

Ordered that hearing will commence on Feb. 4 re mod. of cp of **Capitol Bcstg. Co. (WJTV ch. 12), Jackson, Miss.**

Ordered that further hearing will commence on **Feb. 3** re application of **Television Bcstrs. Inc. (KBMT) Beaumont, Tex.,** to change from ch. 31 to ch. 12, and **KPBX Bcstg. Co.** and **Brown Telecasters Inc.,** for new tv stations to operate on ch. 12 in Beaumont; written motion having been waived for leave to amend application of KPBX to change geographical coordinates of proposed trans. location and add as exhibit No. 10 engineering statement by **Jules Cohen,** consulting electronics engineer, dated Nov. 4, and Examiner having granted leave therefor, without objection, on hearing record on Nov. 12, it is formally ordered that application is so amended.

By Hearing Examiner Annie Neal Huntting on January 9

Ordered that hearing scheduled for Feb. 10 is continued to Mar. 31, and further prehearing conference is scheduled for Mar. 27 re applications of **Wabash Valley Bcstg. Corp., Cy Blumenthal, Illiana Telecasting Corp.,** for new tv station to operate on ch. 2 in **Terre Haute, Ind.**

By Chairman John C. Doerfer on January 9

Granted motion of **Valley Bcstg. Co.** for corrections in various respects to transcript of oral argument in proceeding on its am application and that of **Cherokee Bcstg. Co.,** both **Murphy, N. C.**

By Chief Hearing Examiner James D. Cunningham on dates shown

Ordered that hearing is scheduled for Mar. 14 re application of **James H. Duncan (KSIL) Silver City, N. M.** Action Jan. 9.

Granted petition of **Santa Rosa Bcstg. Co., Santa Rosa, Calif.,** for dismissal of its am application, and retained in hearing status applications of **Golden Valley Bcstg. Co. (KRAK) Stockton, Calif.,** and **Radio Santa Rosa, Santa Rosa, Calif.** Action Jan. 10.

Granted petition of **Fargo Telecasting Co.** for dismissal without prejudice of its application and retained in hearing status application of **North Dakota Bcstg. Co. Inc.,** both for new tv stations to operate on ch. 11 in **Fargo, N. D.** Action Jan. 10.

Denied request of **McClatchy Newspapers** for substitution of hearing examiners in proceeding on application of **Sacramento Telecasters Inc. (KBET-TV** ch. 10), for mod. of cp. Action Jan. 13.

By Hearing Examiner Thomas H. Donahue on January 9

Granted joint petition for extension of time to file proposed findings and replies by **Atlantic Coast Bcstg. Corp. of Charleston (WTMA-TV)** and protestant, with concurrence of Broadcast Bureau, in proceeding on application of Atlantic Coast for new tv station to operate on ch. 4 in **Charleston, S. C.;** time for filing proposed findings is extended to Jan. 20, and for filing replies to Feb. 3.

By Hearing Examiner Charles J. Frederick on January 13

By memorandum opinion and order, granted petition of **Radio Santa Rosa, Santa Rosa, Calif.,** for leave to amend its am application to submit copies of agreement between it and **Santa Rosa Bcstg. Co.,** concerning dismissal of the latter's application, etc.

By Hearing Examiner Basil P. Cooper on January 10

Ordered that evidentiary hearing scheduled for Jan. 20 is continued to date to be specified at conclusion of further prehearing conference re am application of **Greylock Bcstg. Co. (WBRK) Pittsfield, Mass.**

By Commissioner Richard A. Mack on January 14

Granted petition of **Greenwich Bcstg. Corp., Greenwich, Conn.,** for extension of time to file exceptions and reply exceptions to Feb. 10 and 24, respectively, in proceeding on its am application.

By Chief Hearing Examiner James D. Cunningham on January 13

Granted motion of **Television For New Hampshire Inc.,** for dismissal without prejudice of its application for new tv station to operate on ch. 9 in **Manchester, N. H.,** and retained in hearing status applications of **The Radio Voice of New Hampshire Inc. (WMUR-TV** ch. 9) **Manchester, N. H.,** for renewal of license and license to cover cp.

By Hearing Examiner J. D. Bond on January 14

Granted petition of **James A. Saunders** and **William F. Johns Jr.,** and accepted amendment which proposes to include in application for transfer of control of **Ware Bcstg. Corp. (KIHO) Sioux Falls, S. D.,** from Mr. Saunders to Mr. Johns, statements setting out intention of Mr. Johns to dispose of his interest in **KMNS Sioux City, Iowa.**

BROADCAST ACTIONS

Commission, by Broadcast Bureau

Actions of January 10

WTVC Chattanooga, Tenn.—Granted assignment of cp to **Martin Theatres of Georgia Inc.**

KQDY Minot, N. D.—Granted license for am station and specify studio location same as trans.

WMNF Richwood, W. Va.—Granted license for am station.

WSLM Salem, Ind.—Granted license covering increase in power and installation of new trans.

KPOK Scottsdale, Ariz.—Granted license covering increase in power from 1 kw to 5 kw and installation of new trans.

Actions of January 9

Granted licenses for following am stations: **KAHI Auburn, Calif.,** and specify studio (trans. location), conditions; **WHTG Eatontown, N. J.; KGRN Grinnell, Iowa.; KTET Livingston, Tex.; KUPI Idaho Falls, Idaho,** and specify studio location and remote control point; **WQUB Galesburg, Ill.,** and specify studio location, conditions.

WAMF Amherst, Mass.—Granted license to change frequency to 89.5 mc.

WDDS-FM Syracuse, N. Y.—Granted license covering changes in fm station.

WADP Kane, Pa.—Granted license covering installation of new trans.

KWBE Beatrice, Neb.—Granted license covering installation of new trans.

WNDB Daytona Beach, Fla.—Granted license covering installation of new trans.; and license to use old main trans. as alternate main trans. at main trans. site.

KTBC Austin, Tex.—Granted license covering installation of new main trans.

WMRO Aurora, Ill.—Granted license covering installation of new trans. and operate trans. by remote control (studio location).

KFBK-FM Sacramento, Calif.—Granted cp to reduce ERP to 1.9 kw, frequency to 92.5 mc, ant. height to 115 ft.; change trans.-studio location, operate trans. by remote control and make changes in ant. system.

KIRO-FM Seattle, Wash.—Granted cp to increase ERP to 16.5 kw, change trans.-ant. site,

Continues on page 124

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- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Experienced radio-tv salesmen, announcers, engineers. Send resume, tapes immediately. Southern Radio, P. O. Box 585, Macon, Ga.

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Management

Eastern chain has new station under construction. Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.

Can you sell? Can you manage? Can you announce? You're the man we want to manage a 5 kw, daytime, non-directional midwest station. Start at $400.00 per month with percentage of gross. All new Gates equipment, excellent working conditions. Small market. Fully staffed. Box 746C, BROADCASTING.

Sales

Good opportunity in a leading market, Wilmington, Delaware, for experienced radio salesman. Guaranteed $125 per week against 15% commission. Personal interview necessary. List age, education, experience and present billing. Box 522C, BROADCASTING.

Radio salesman wanted new, progressive music and news in excellent dry, high climatic conditions. You can grow with our organization. Salary plus. Box 646C, BROADCASTING.

Sales: Good opportunity in Mobile, Alabama for experienced men who can sell radio. Guarantee $100.00 week against 15%. Personal interview necessary. List experience, present billing, age, education. Box 719C, BROADCASTING.

Immediate opportunity for experienced radio salesman with brand new station in western Pennsylvania, one of an expanding chain. High quality operation in single-station market. Draw against commission. Send photo and particulars to Box 762C, BROADCASTING.

Experienced man to organize sales department. New station, rich territory. Advise experience and compensation desired. Box 763C, BROADCASTING.

A radio salesman who can produce, will have an unlimited opportunity here. Ann Arbor, Normandy 3-0569.

Detroit independent offers excellent future for qualified, top-notch salesman. Box 767C, BROADCASTING.

Agressive, imaginative salesman with excellent sales record for Boston independent. Best prospects. Salary plus. Box 768C, BROADCASTING.

Experienced time salesman with announcing experience. Emphasis on sales. Base salary plus commissions. Excellent opportunity for right man in lucrative market. WLTC, Gastonia, N. C.

Announcers

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

Announcer for progressive independent in northern vacationland. No floaters. Send tape and background immediately. Box 366C, BROADCASTING.

Western Virginia daytimer needs capable announcer with first ticket. $85.00 per week or better, depending on experience. Box 385C, BROADCASTING.

Experienced negro personality dj for Chicago. Top salary for right man. Send background, photo and brief taped sampling of news, dj and commercial ability at once, special delivery. Box 443C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Florida, south coast. **Aggressive independent needs personality pop-dj. Send tape, resume, references. $100 week to start. Box 468C, BROADCASTING.**

Immediate opening for experienced staff announcer with mid-western music and news operation in a city of 125,000 population. Send resume and tape to Box 675C, BROADCASTING.

One of Ohio's finest small market operations needs a good staff announcer strong on news. If you are interested in excellent working conditions, and fringe benefits, and have experience and good references send tape, resume and photo to Box 690C, BROADCASTING.

Announcer, mature, ready to settle down in small market in Pennsylvania. General staff work. Willing to follow station policy. $90 to start. Profit sharing. Box 693C, BROADCASTING.

Top northern Arizona station has immediate opening for capable announcer with first ticket. Send tape and references. Box 709C, BROADCASTING.

Texas regional needs experienced morning man. Good chance for advancement. Starting salary $90.00 per week. Send tape and full details to Box 715C, BROADCASTING.

One of southwest's great prestige stations wants experienced on-air radio personality. Should be disk-jockey in broad sense, but must be warm and mature-sounding. Start $135 per week plus bonus arrangement. In addition, possibility of working in sister tv operation. Send recent photo, resume and tape immediately to Box 720C, BROADCASTING.

Morning man, to run the morning show of an established western Pennsylvania station. Must be experienced, have imagination and do a smooth running show. Board experience necessary $75 for 40 hour week. Send tape and references to Box 722C, BROADCASTING.

Southwest net: needs morning dj radio, some tv. Only experienced men seeking permanent position. Tape, photo, resume. Box 730C, BROADCASTING.

New daytime independent in major midwest market programming for adult audience needs good, experienced announcer. Send tape, picture and full details of background. Must be dependable and able to follow format. Box 761C, BROADCASTING.

New daytimer going into medium size city in the Pacific Northwest needs two good announcer deejays. $450 to $500 per month. Prefer married men with at least three years experience. Starts March 8th. Send tape and picture. You must be good. Box 782C, BROADCASTING.

Immediate opening for experienced announcer with first class ticket. Southeast. Send photo, tape, background, salary needed to Box 795C, BROADCASTING.

W. Pa. independent desires announcer with some experience, good chance for advancement. Pleasant working conditions, vacation, good pay, immediate opening. Box 796C, BROADCASTING.

Announcer-salesman. New concept in fm. Send complete information, tape and photo to KCMK-FM, 922 Linwood, Kansas City, Missouri.

Announcer, first phone, wonderful opportunity. Ann Arbor, Normandy 3-0569.

5 kw fulltime Georgia independent needs hillbilly announcer without the accent. Must have voice good enough for production spots. Prefer party who is available for personal interview. Send tape and letter with all information including references. WACL, Waycross, Georgia.

Announcer, strong staff man, to handle disc jockey, news and staff duties. One of America's pioneer stations. Good starting salary and other benefits. Send tape, photo and resume to Elmer Knopf, Radio Station WFDF, Flint, Michigan.

RADIO

Help Wanted—(Cont'd)

Announcer

Disc jockey needed now. Must be able to sell, hit a fast pace, and care about production. A good solid job for the right man. Town of 30,000, progressive station, fine pay and working conditions. Contact Clyde Johnson, PD, WFIN, Findlay, Ohio.

WINZ, Miami, 50,000 watts, Florida's biggest news and music station invites tapes from top market dj personalities for daytime opening. State availability and salary required. Tapes, regretfully, will not be returned.

Suburban Cleveland independent accent on local, need excellent voice, one year minimum experience. Send tape, resume 1st reply. Personal interview required, $95.00 or better. WPVL, Painesville, Ohio.

Experienced music and news announcer. No beginners please. Tape, resume, photo, plus past and expected earnings, and references with first letter. WRTA, Altoona, Pennsylvania.

Wanted, a first class announcer with first class ticket. Send tape to Rex W. Parnell, Station Manager, WTHR, P. O. Box 788, Panama City, Florida.

Technical

Chief engineer, operations manager for suburban metropolitan station in midwest. Responsible for maintenance with complete supervision of strict announcing and operating procedures. Must be energetic, able to handle personnel, reliable. Salary $120.00 plus, dependent upon experience and ability. Box 396C, BROADCASTING.

Wanted. First class engineer with good announcing voice. Top pay. State salary requirements, include tape and picture. Rush to Box 510C, BROADCASTING.

Engineer or engineer-announcer. First class ticket for 250 watt daytime operation, within 50 miles large eastern metropolitan city. Excellent conditions, vacation. State experience, salary. Send photo to Box 704C, BROADCASTING.

First class engineer-announcer for Indiana non-directional 1000 watt daytimer, $110.00. Box 750C, BROADCASTING.

Wanted, 1st class experienced engineer with good announcing voice. 20 hours announcing. $90 per week. Send tape, references. Box 764C, BROADCASTING.

Immediate opening, experience, first phone, metropolitan New York area. Six days, 48 hours, salary 80 to 90 dollars, opportunity for overtime. Box 776C, BROADCASTING.

Immediate opening for first class engineer in southeastern area. Some announcing preferred, but not necessary. Send background details, experience, salary expected to Box 794C, BROADCASTING.

Wanted, experienced chief engineer. Salary open. Contact Donald J. Dean, Manager, WABJ, Adrian, Michigan.

1st class engineer. WARF, Jasper, Alabama.

Need first class phone man for transmitter. $260. Contact Victor H. Voss, Radio Station WWCA, Gary, Indiana.

Production-Programming, Others

Female copywriter, capable of handling air work. Top pay for professional. Midwest 1 kw. Box 739C, BROADCASTING.

Wanted—BS top rated upper midwest music-news station, two music men and one assistant news editor. Box 765C, BROADCASTING.

Production supervisor-traffic manager to supervise announcers and handle makeup of daily logs for metropolitan midwest operation. Previous success in handling personnel necessary. Salary in $125 range. Send photo, specific background to Box 779C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Good solid job for a man with limited radio experience, but unlimited radio ambition. Must be level headed and loyal. Must be able to type. This job is for a man who would like to be program director and who is able to take care of details. Box 781C, BROADCASTING.

News reporter. Local news man to cover city in mobile news wagon. Gather, prepare and present on radio and tv daily newscasts. Large eastern market. Excellent opportunity for experienced man. Box 793C, BROADCASTING.

Continuity writer, experienced. Requires person capable of accepting responsibility. Write Tom Bachrach, KROC, Rochester, Minnesota.

Copywriter will be needed on January 20, 1958 by 50,000 watt CBS radio affiliate KWKH, Shreveport, Louisiana. If interested send sample of work and personal background.

Newsman to gather, write and deliver local news. Operate tape recorders. Must be experienced. $100 to start with increases plus profit sharing plan. Manager, WCOJ, Coatesville, Penna.

Program director-newsman for independent station in north-western North Carolina. Good working conditions. If interested write or call WKBC, North Wilkesboro, North Carolina.

Experienced program director; one with superior abilities, little air work. 250 watt station in the New York metropolitan area. Write or call General Manager, WSTC, Stamford, Conn.

RADIO

Situations Wanted

Diversified advertising man. Solid experience with all types of national advertising in the tough appliance business, with one of the largest appliance manufacturers. A degree in physics, too! Young. If it's challenging, I'm interested. Box 797C, BROADCASTING.

Management

Experienced radioman desires managership **small station in south.** Announcing, sales, programming. Box 634C, BROADCASTING.

General managementship wanted, now employed assistant general manager highly promotional operation, 18 years radio experience, references, married and reliable, can and will produce. Box 662C, BROADCASTING.

Seven years experience. Station manager, sports director, news, disc jockey, play-by-play college football, basketball, professional baseball. Veteran, college graduate, career position desired. Box 713C, BROADCASTING.

Assistant manager, 5000 watt operation, ready for managing. Nine years experience all phases broadcasting, metropolitan and small markets. 29. Family. Want commission, small guarantee. Won't tolerate sloppy operation. Let's talk it over. Box 725C, BROADCASTING.

Manager: Small-medium southeast market. Fifteen years radio experience. Or want engineer-partner for new application or invest in your cp. Box 732C, BROADCASTING.

Manager for small market operation in middle or south-east. Experienced and capable man with family. All replies fully answered. Box 734C, BROADCASTING.

Executive: Management/sales. 15 years respected reputation; thorough experience, profitable management operation background. Now employed sales manager radio/vhf tv major eastern market. Strictly personal reason for seeking change. Negotiations must be confidential. Box 754C, BROADCASTING.

Station sold—new owners to operate, so I'm available. As manager, small-medium market or executive position medium large. 10 years management-sales-programming. Will give you smooth, paying operation. 32, married, 2 children. Box 755C, BROADCASTING.

Eight years radio, tv experience from ground up, primarily radio sales. Available for management position where sales ability counts, $10,000 minimum. Family man, belong west or southwest. Box 759C, BROADCASTING.

Ten year management-owner veteran. Experienced all phases radio. Successful background. Family man. Growing area desired. Full resume available. Box 787C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

We wish he'd stay! Our sales manager, with radio and tv experience in one of top markets has valid reason for resigning. Exceptional ability, persistence, loyalty. Capable of management. Should earn $10,000 up. Prefers Massachusetts, Connecticut, New York. Box 789C, BROADCASTING.

Sales manager in one or two station market in midwest. Looking for more responsibilities and opportunities. 5 years in sales. Presently employed. Box 792C, BROADCASTING.

Sales

Radio and/or tv sales: Looking for productive sales manager or salesman? 12 years experience, early thirties. Background of New York radio-tv sales, station and representative level—former film sales manager and agency AE. Record speaks for itself and I would like to do same at your convenience. Presently employed but desire greater growth potential. Married, responsible and conscientious. Superior references you'll know. Box 728C, BROADCASTING.

Salesman, announcer with 10 years sales experience. Some announcing experience. Presently employed. Will work on sales commission. New York, New Jersey, Conn. Box 773C, BROADCASTING.

Announcers

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 535C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 536C, BROADCASTING.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 537C, BROADCASTING.

Negro team-husband and wife. Sure-fire puller with services and gimmicks. Ready to make money for you. Box 538C, BROADCASTING.

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Comedian, stooge, musician. First ticket. Seeking larger market. Minimum $140.00. Box 580C, BROADCASTING.

Staff announcer-dj desires position in eastern Iowa, northern Illinois, or southern Wisconsin. Reliable, references. Box 605C, BROADCASTING.

First class announcer seeking job with future on sports-minded station. Basketball, baseball, football play-by-play. DJ, news, color, familiar with tv. Will travel. Box 656C, BROADCASTING.

Country-western dj. Guitar. Staff. Third. Thoroughly experienced. References. Box 679C, BROADCASTING.

Pops, standards, deejay. Newscaster, staff. College. Experienced. Will travel. Negro. No accent. Not "stereotype." Married. References. Box 692C, BROADCASTING.

Would like work as announcer and salesman in radio only. Good background with experience. Write, I may be what you want. Box 694C, BROADCASTING.

Negro announcer. Top rated shows since 1952. Audience builder. Voice, style, dependability. College grad. Desire permanent position at metropolitan station. Box 697C, BROADCASTING.

Attention: Fast moving station; for sports, news or disc jockey show. Married. College graduate with 1 year experience. Can start immediately. Box 702C, BROADCASTING.

Specialty early morning wake-up and breakfast show with gimmicks. Two man team can also fill pd position, do copy, pr, board, news. Want permanent deal in large urban area. $320 per week. Box 706C, BROADCASTING.

Versatile, good music and newsman. Experienced from top to bottom of log. Commercial specialist. Try me. Box 708C, BROADCASTING.

Staff announcer—mature voice, experience southern radio. Strong on news—put over good commercials—dj, programming—not floater. Will travel. Box 710C, BROADCASTING.

Attractive woman, 24, radio-tv. Warm, friendly disc jockey, run own board. Good news, strong commercials, special events. Writer, good references, college grad. Box 714C, BROADCASTING.

Announcer-first phone, combo, $150.00 minimum, 7 years experience, classical, pop, news, play-by-play, limited sales. Family man, moving expenses, employed. Box 716C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ and staff man who knows all types of music. Experienced, best references, college, young, draft exempt. Restricted ticket. Personal interview only. Prefer 24 hour operation or tv affiliate. Salary secondary to this personality—reliable character-actor type with liberty to build own show and audience! Write Box 757C, BROADCASTING.

Attention, Pittsburgh! Topnotch small town announcer, dj, newscaster, ready to make "the big move," presently employed near you. Good background. Available two weeks notice. Write Box 721C, BROADCASTING.

All-around announcer-salesman available two weeks notice, require warm climate minimum $125.00 week. 20 years experience. Box 723C, BROADCASTING.

Have ingredients for top deejay show. A good mixer, fine voice, tasty commercials. Newsman too. Seeking top music-news kitchen to cook with power and gas. Dependable and ambitious. CBS and AFRS experience. Box 726C, BROADCASTING.

Need a quiet rating weapon against the screaming, jingle, tornado sound of your nighttime competition. Have mink—will travel! Box 727C, BROADCASTING.

Doer! Experienced! Network voice, authoritative, sincere! Morning man, newsman, nightman, sales manager. Intelligent, creative, capable. 32, married. Box 742C, BROADCASTING.

Negro dj, school trained, operate board, salary second to opportunity. Veteran, travel. Box 744C, BROADCASTING.

Announcer, some experience. College graduate, vet, single, 23, looking for permanent position as staff announcer or reporter announcer. Box 748C, BROADCASTING.

Staff announcer, experienced. Seeks better working conditions, remuneration. Western locale. Others considered. Box 749C, BROADCASTING.

News and/or sports in radio and/or tv or radio pd. Permanent move to west: LA to bay area or city such as Phoenix, Tucson, Albuquerque. Happily married, 29, 3 years Northwestern. 8 years experience all phases radio, (all play-by-play, deejay, traffic, pd), 2 years tv, (news, sports, spots: live). Box 756C, BROADCASTING.

Night or milkman dj. Experienced, best references. College, young, draft exempt. Restricted ticket. Personality plus. Personal interview best plan. Salary secondary to tasty music policy and/or tv affiliate. Best offer in ten days takes it. Write Box 758C, BROADCASTING.

Announcer presently employed, 4½ years radio, some tv southwest, wants change to radio or tv offering good future. 28, married, dependable, sober. Box 733C, BROADCASTING.

Ambitious announcing team with two years experience. Want break in larger market. Presently with 5 kw station. Believe we can spark your sales. Box 735C. BROADCASTING.

Mature, staff announcer-pop dj. Have voice, will travel. Box 736C, BROADCASTING.

Staff announcer, strong news, smooth dj, one year experience, much potential, prefer east, however. Box 771C, BROADCASTING.

Interesting voice available for radio/tv staff announcer or dj. 33, married, actor-singer. Resume, variety of tapes available for offer with bright, lucrative future. Box 774C, BROADCASTING.

Experienced dj, young, married, draft-exempt. If you are a station in a large market and want an audience sold and entertained, I am your boy. Top ratings wherever I've been. Now ready to move into big market. Box 775C, BROADCASTING.

Announcer-dj, young, single, 4 years experience, versatile, has ability to gain and hold audience. Can do anything—dj, news heavy. Prefer midwest, will go anywhere for good deal. Must have $100 per week. Box 784C, BROADCASTING.

Solid morning man—6 years radio experience—some tv—32, veteran, married, reliable, steady family man. Promising future will make me come and settle. Prefer southwest area. Presently in large eastern area. Box 785C, BROADCASTING.

Sports, news position wanted; qualifications: news gathering, writing; basketball, football play-by-play; some disc, two years experience. Midwest. Box 788C, BROADCASTING.

Presently employed negro dee-jay. Good board man, smooth voice. 14 months experience. Strong commercially, will give reference. Box 141, Paris, Kentucky.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top hillbilly announcer with first phone desires easy, relaxed operation. No maintenance. News, "pops" too. No regional accent. Box 171, Maumee, Ohio.

Morning announcer gather local news, telephone quiz shows, chief announcer, strong commercials. College degree. Nick Alexander, 2E Palatine Road, Arlington Heights, Illinois.

Experienced staff announcer. Single. 27. Go anywhere. Bob Cohen, 234 Crescent St., New Haven, Conn. UN 5-3528.

Want staff job radio and/or tv. 12 years show biz background. Understand importance hard sell. Married. Will work hard and stick with good job. Skip Haynes, 13240 So. Ave. F, Box 915, Mitchell 6-2029, Chicago.

Staff announcer-beginner-hard working. Eager to please, grad midwestern broadcasting school. Excellent potential. 2 years college, travel anywhere. Salary secondary. Immediate tape, photo, resume. Mitch Garon, 3225 W Cortez, Chicago 51, Illinois.

Wanted job in radio as announcer, combo, 1st phone, married, vet, 26, will travel. Frank J. Lay, 1006 N. Mariposa, Los Angeles 29, Calif.

Available announcer-combo, 1st phone, married, 21, prefer west coast. Richard Orellana, 1522 North Mariposa Ave., Hollywood, Calif.

Combo, 1st phone, $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Light on experience, heavy with potential. 2½ years college. Radio school graduate. Married, one child. A. J. Waran, 6328 N. Mobile Ave., Chicago 30, Ill., Newcastle 1-4364.

Technical

Nothing sensational, just solid middle-aged, sober, reliable engineer desires change to stable operation. Prefer southeast. Box 752C, BROADCASTING.

Experienced radio-tv engineer first class license available immediately, south preferred. Box 632C, BROADCASTING.

Chief, presently employed, desires position as chief. 4½ years experience includes installation of new equipment. Announcing experience, available immediately. Box 652C, BROADCASTING.

Tech school graduate. Have 1st phone. Desire position, broadcast, tv, fm. Available immediately. Box 705C, BROADCASTING.

Experienced engineer-announcer-sales. Available soon. Box 718C, BROADCASTING.

Egghead—No, but a darned good practical chief engineer. 20 years broadcast and tv experience guarantees my ability to operate your technical department in the most efficient and economical way possible. I would like to build and/or operate your radio or tv property. Available upon 90 days notice only. Box 769C, BROADCASTING.

First phone, experienced construction, maintenance, operation. Have tools, test gear, transportation. College graduate; mature, sober family man. Fair announcer, news and music. Deep south only. C. G. Huey, Perry, Ga.

Production-Programming, Others

Our loss is your gain. Because of staff reductions one of the leading news departments in the country has to let this man go. He's groomed and ready for a news directorship, has eleven years experience, good voice and writes and gathers news professionally. We'd like to see this family man land a good paying job offering much security. For an audition and full information write Box 695C, BROADCASTING.

Making the most of your music library? Experience program, music, news, copy, operations. Seek creative opportunity. Box 696C, BROADCASTING.

Ten years experience—assistant manager, program director, sports director, sales. Play-by-play college-high school, basketball, football, baseball. Disc jockey, combo, special events. College graduate-radio major. Past president Quarterback Club, Jaycees, State Jaycee Vice President, Commander D.A.V. Have good job, want better. Excellent references sponsors and employer. Combination radio-tv or either. Three weeks notice. All replies answered. Box 740C, BROADCASTING.

Attention coastal stations—news announcer commentator. Experienced, college, steady. Box 783C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Copy, traffic, some sales, servicing, experienced negro programming also family man, 37, advertising degree. Employed. Box 790C, BROADCASTING.

Foreign correspondent. Get exclusive taped interviews, features from Europe. Paris, London, Berlin, etc. European man on the street reactions to news events. Air mail for particulars. Richard Alliger, 17th APU, APO 215, N.Y., N. Y.

Look-man with eight years experience, all phases of staff work including pd. No floater, looking for good job with good future. Excellent references. Eldon Q. Johnson, Audwbon Trailer Court, Henderson, Kentucky.

TELEVISION

Help Wanted

Sales

Salesman: S.W. vhf, NBC, ABC, needs young experienced salesman for growing market. Contact Ray Carow, General Manager, WALB-TV Albany, Ga.

Announcers

TV announcer California-vhf three network station. Needs announcer who is versatile, stable, personable and easy to get along with. Must be top air salesman willing to do many jobs in addition to announcing. Good working conditions and profit participation. Send photo, tape at 7½ rpm with various commercials, all references. Eldon Q. Johnson. Audubon Trailer Court, P. O. Box 1651, Salinas, California.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Aggressive, new midwest station needs experienced control room technician, emphasis on maintenance. Excellent opportunity for advancement. Box 712C, BROADCASTING.

Experienced tv engineer, 1st class license maintenance, construction, no operational. Permanent. Midwestern university, salary range—$5,000 up, depending experience. Box 717C, BROADCASTING.

Need transmitter and studio engineers by February 1st. Experience required. Contact Chief Engineer, WBOY-TV, Clarksburg, West Virginia.

Wanted three first phone engineers for expanding operations. Salary dependent on experience. Contact Chief Engineer, WTVD, Durham, N. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Promotion manager. We want a man who can tell this station's story effectively thru audience and sales promotion. We offer this man a good story to tell and a chance to stand on his own two feet. We are a medium-sized vhf west coast station. Please send a complete resume in complete confidence. Box 540C, BROADCASTING.

TV artist California vhf three networks, two station operation. Needs top-flight all-around artist. Scenic, tv graphics, hand lettering, air brush, typesetting, 2x2 slides as well as promotion department art and ads. Good working conditions in California's best climate. Profit participation, medical, and other benefits. Send all details, experience and references first letter with several samples to: Gary Ferlisi, KSBW-TV, P. O. Box 1651, Salinas, California.

"Gal Friday." Small market. 3 network vhf on California coast needs all-around woman who knows tv traffic and continuity. Must be thoroughly experienced, good on detail and follow through. The girl we need can run a tv program department including sales service. Pleasant working conditions. Profit participation. Major medical hospitalization plan and paid vacation. Be a one woman tv station program department and enjoy it in California. Send all details, references, photo to: Rowena Kimzey, KSBY-TV, P. O. Box 286, San Luis Obispo, California.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted immediately, copy girl to make up books, write commercial and sustaining copy and some sales presentation material. Permanent position with NBC and CBS outlet in Palm Beach, Florida. Write Robert Murphy, Director of Operations, WPTV, Palm Beach, Florida.

TELEVISION

Situations Wanted

Management

General manager. Experienced, young, aggressive. 11 years in broadcasting. Recently general manager vhf station in market with over 700 million retail sales, 1 billion consumer income. Turned losing operation into profitable high rated station, number one in market. Strong on sales, programming, promotion, administration. Family man, community-minded. Seeking permanent position. Available February 1st. Box 664C, BROADCASTING.

TV station manager, eight years experience in television, desires to relocate in larger market as manager or operations manager. Four years in present position as manager of highly successful small-market station. Thoroughly experienced in all phases of station operation. Thirty-three years old, family man. Box 698C, BROADCASTING.

Former radio manager seek sales position with leading vhf station. Seventeen years radio experience includes selling, announcing, engineer, managing. Prefers southeast or south central location. Box 747C, BROADCASTING.

Television manager or sales manager available February 15th. Presently employed as sales manager mid-west station. Desire return to Texas or southwest. Top references. Heavy experience. Family. Under 35. For more details or interview, write or wire Box 751C, BROADCASTING.

Want challenge and top income. 12 years ad sales. 2½ years present tv station. Past 6 months, billed $108,498.87 in 3-station market and was promoted sales manager. Tax form verifies over $13,000.00 in '57. Qualified as manager medium-large market, sales manager top 20 markets. Box 753C, BROADCASTING.

Announcers

Radio know-how? I've got it! Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 707C, BROADCASTING.

Radio and tv newsman. Now in 1,000,000 population market has proved ability as good voice, authoritative newscaster, mobile news unit reporter, writer, rewriter, editor, beat reporter, film writer, interviewer, tv weathercaster. Family man, age 30, excellent references, wants opportunity to use background as permanent member of news staff. Box 711C, BROADCASTING.

Television-radio announcer. Five years on camera. Six years radio announcing. All phases news, sports. Midwest background. Now employed major southwest market. Box 731C, BROADCASTING.

Technical

Young man, vet, 2nd phone, light tv experience, wants position in engineering. Box 701C, BROADCASTING.

Experienced engineer, graduate of technical school, married, excellent references. Prefer northwest. Box 737C, BROADCASTING.

Television broadcast technician, first phone, two years experience, operation and maintenance, veteran, RCA Institutes graduate, married, car, relocate anywhere, resume on request. Box 741C, BROADCASTING.

Production-Programming, Others

News director, 10 years radio, 8 years tv-news, all phases, needs immediate job. Desire medium to large market with station that is sold on news and has or wants outstanding news operation. Will consider tv news staff job that includes on-camera work if price is right. Excellent background. Box 699C, BROADCASTING.

Newsman available now. Five years Chicago experience in news, sports, special events. Box 703C, BROADCASTING.

Experienced writer-artist-talent desires position with medium size station. Tv-journalism grad has popular cartoon weather show. Art director with air work preferred. Box 745C, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Creative talent, production, direction. 800 hours kid show. Expert visual continuity, program and commercial. Expert still and cine photography. Familiar graphics, 2½ years news director 5 kw am regional. Started 7th year present employer, at top salary-wise. Pix, brochure, references. Box 729C, BROADCASTING.

Jill-of-all-trades, 27, wants creative spot on growing tv station. Top NYC packager and network experience in production, sales, writing, casting, ticket distribution and promotion. Will consider any location but university town preferred. Box 743C, BROADCASTING.

Small independent Texas tv producer now in N. Y. Seeks opportunity in eastern area. Excellent background all phases radio-tv. Announcing, sales, production. Box 772C, BROADCASTING.

Innocent victim of economy axe needs job. Trained and experienced tv director, college degree and smooth production work. All offers considered. Mike O'Rourke, Mesick, Mich.

FOR SALE

Stations

Southwest 500 watts daytime. New equipment throughout. Billed excess $25,000 1957. Good market. Attractive price and terms to qualified principals. Good reason for selling. Reply Box 766C, BROADCASTING.

1 kw Bcstg. station located southwest; in black notwithstanding absentee ownership. Studio, tower, manager's modern home all compact on 10 acre tract owned by station. Address Box 770C, BROADCASTING.

Gulf south single station market, $35,000. Chapman Company, 84 Peachtree, N. W., Atlanta.

Southeast profitable medium market station, $75.000, terms. Chapman Company, 84 Peachtree, N. W., Atlanta.

Florida medium market, $150,000, 29% down. Chapman Company, 84 Peachtree, N. W., Atlanta.

Middle Atlantic, major market, $290,000 total, $50,000 down. Chapman Company, 17 East 48th, New York.

California southern market. Quarter kilowatt $99,000.00. $35,000 down. Wilt Gunzendorfer and Associates, 8630 West Olympic, Los Angeles.

Wyoming quarter-kilowatt. $10,000.00 down. Easy terms. Wilt Gunzendorfer and Associates, 8630 West Olympic, Los Angeles.

California growing market. Potential $85,000.00. $40,000.00 down. Wilt Gunzendorfer and Associates, 8630 West Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

10 kw RCA Channel 6 tv transmitter, type TT10AL including tubes (as is), crystal holders, side band filter, harmonic filter, 4.75 mc low pass filter. Now in use and in perfect operating condition. Less than 10 months old. Substantial saving. Box 542C, BROADCASTING.

UHF equipment, used. 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

Complete record pressing plant. Perfect condition. Much custom work to go with plant. Owner must quit because of health. Will sacrifice for $4500. Wonderful opportunity for any station owner or any individual. Box 700C, BROADCASTING.

2 year old Gates BC one-F 1000 watt transmitter, like new: $3900; RCA BTA 250M, like new: $1950; Western 310B 250 watts, make offer. 1000 watt antenna coupler: $175. All equipment now in operation. Phone Detroit, Jordan 4-6524.

GE 250 watt fm transmitter, monitor and antenna. Box 1412, Beverly Hills, Calif.

FOR SALE—(Cont'd)

Equipment

Two Presto 6N recording turntables with overhead cutter mechanism. Switching arrangement provided for continuous recording. Both operate at 33⅓ or 78 rpm and are mounted in a large wooden cabinet with plenty of storage space below. Contact KLTI, Longview, Texas.

2 RCA model M1 12800 B turntables with portable carrying cases. Converted to 45 RPM, complete with arms and heads. Heathkit tube tester, model TC 1, like new. Brush recorder BK 403 in excellent operating condition. Heavy duty power supply used in conjunction with remote transmitter. **Best cash offer.** Don Moran, Chief Engineer, **WBEV, Beaver Dam,** Wisconsin.

Tv antenna, Channel 24, 25 or 26, RCA TFU21BLS. On ground, spare parts. $1,000 cash. WCOS, Columbia, S. C.

3 kw General Electric fm transmitter. Never used. Contact Manager, WLNA, Peekskill, N. Y.

540 feet of 3⅛ transmission line. Never used, packed in original shipping crates. Contact Manager, WLNA, Peekskill, N. Y.

For sale: Ampex 350, 3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Rosyln, Pa. TUrner 7-4277.

GE 1 kw tv uhf equipment complete. Cost $130,000. Price in one package $37,000. Everything necessary for live, film and network operation. Inventory on request. Our No. 0116. May Brothers, Binghamton, N. Y.

WANTED TO BUY

Stations

Experienced news, program and play-by-play sports director seeks interest in radio station. Have experience and finances. Box 623C, BROADCASTING.

Radio station desired in medium east coast market. $20,000 down. Replies confidential. Box 724C, BROADCASTING.

Have $5000.00 and 6 years experience as hardworking salesman and general manager. Want to buy radio station. What have you. Box 738C, BROADCASTING.

Small am operation, college town preferable. Others acceptable. Must support four families. You'll be proud to have sold us. We're program oriented, but good salesmen. Box 780C, BROADCASTING.

Stations wanted! Southwest. For private sale only. Ralph Erwin. Broker. Tuloma Building. Tulsa.

Equipment

Wanted, good used 3 kw fm transmitter and accessories. Reply Box 567C, BROADCASTING.

General Electric 20 kw amplifier, type TF-4-A. Please give full details first letter. Box 618C, BROADCASTING.

Wanted: Used Ampex recorders, Box 760C, BROADCASTING.

Wanted: Used 5 kw am transmitter. State full details and price. Box 778C, BROADCASTING.

3 to 10 kw, fm transmitter, mod. and freq. monitor, remote control equipment, 2 to 6 bay antenna, etc. Box 786C, BROADCASTING.

One kilowatt transmitter for standby. Working conditions must be guaranteed. Submit price, description and shipping cost. KPOA, Honolulu.

Studio lights (used) needed at once. 18" scoops 8" Fresnel spots, 19" roller coaster standards, also 20" and 25". Send all details and price Bill Hargan, KSBW-TV, P. O. Box 1651, Salinas, California.

GE opaque, slide projector, type PF-4-A with single barrel lens, A-1 condition. State price. Chief Engineer, WCCO-TV, Minneapolis, Minnesota.

Wanted 500' Styroflex 1⅝" transmission line. Must be in good condition. Write to D. B. Ekberg, Station WLOL, Minneapolis, Minn.

Interested in purchasing a **3 kw** or **a 5 kw** fm **transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.**

5 to 10 kw fm transmitter and accessories. Ed Nall, 4516 North Libby, Oklahoma City.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For **free** booklet, write Grantham **School,** Desk B2, **821-19th Street,** N. W., **Washington,** D. C.

FCC first phone license in six weeks. Guaranteed **instruction by master** teacher. Phone FLeetwood 2-2738. **Elkins Radio** License School, **3605** Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to

Box 215C, BROADCASTING

Announcers

WANTED IMMEDIATELY

3 Experienced Announcers to work in coastal New England.

Must be: Good workers who will take aggressive interest in their job and station; thoroughly experienced and able to project personality on the air but always within framework of station policy.

Salary open to men who can meet requirements.

Box 777C, BROADCASTING

Technical

PHASOR AND NETWORK ENGINEER

Immediate opening in expanding phasor development section with the leading manufacturer of broadcast equipment.

Experience in this particular field not necessary but must have experience and background in antenna design or RF networks. Degree desirable but not necessary.

Enjoy the personal contact and flexibility of a moderately sized company with the opportunity to handle your own projects in a short period of time.

Complete employee benefits. Chances for advancement.

Please send complete details and photo, if possible, to Department B-2.

GATES RADIO COMPANY
Quincy, Illinois.

TELEVISION

Help Wanted

Announcers

TV ANNOUNCER CALIFORNIA-VHF

3 Network Station

Needs announcer who is versatile, stable, personable and easy to get along with. Must be top air salesman willing to do many jobs in addition to announcing. Good working conditions and profit participation. Send photo, tape at 7½ rpm with various commercials, all references first letter to Gary Ferlisi, KSBW-TV, P. O. Box 1651, Salinas, California.

Production-Programming, Others

PROMOTION MANAGER WANTED

Major network tv-radio affiliate in first fifty markets needs fairly experienced man or woman to head up department. Responsible for audience and trade press print and to supervise the merchandising department. Stations long time ARB-Pulse leaders in market with top-flight story and excellent national representative. Can arrange personal interview in Chicago and New York areas within next thirty days. Salary open.

Box 687C, BROADCASTING

CALIFORNIA VHF TV STATION NEEDS

"Gal Friday." Small market. 3 network vhf on California coast needs all-around woman who knows tv traffic and continuity. Must be thoroughly experienced, good on detail and follow through. The girl we need can run a tv program department including sales service. Pleasant working conditions. Profit participation. Major medical hospitalization plan and paid vacation. Be a one woman tv station program department and enjoy it in California. Send all details, references, photo to: Rowena Kimzey, KSBY-TV, P. O. Box 286, San Luis Obispo, California.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

TV ARTIST CALIFORNIA VHF

3 Networks—2 Station Operation

Needs top-flight all-around artist. Scenic, tv graphics, hand lettering, air brush, typesetting, 2x2 slides as well as promotion department art and ads. Good working conditions in California's best climate. Profit participation, medical, and other benefits. Send all details, experience and references first letter with several samples to: Gary Ferlisi, KSBW-TV, P. O. Box 1651, Salinas, Calif.

RADIO

Situations Wanted

Sales

Top-flight sales executive-salesman desires tough selling or administrative assignment. Formerly general manager, national sales manager, radio-tv stations. Remuneration secondary to potential. Write Charles Cowling, 537 San Vincente Blvd., Santa Monica, Calif.

TELEVISION

Situations Wanted

MR. STATION MANAGER:

IF you are operating at maximum executive power, but your sixty hour schedule is becoming too crowded for the creative programming essential to your managerial ratings . . .

IF you anticipate strengthening your signal and broadening your coverage with an auxiliary dynamo in your administrative power plant . . .

IF you want a high voltage assistant who has never blown a fuse under the continuous pressures of competitive commercial telecasting . . . who has invested ten years in intensive preparation for such a job and is ready to make a change . . . who has become solidly conversant with all phases of station operation (engineering excepted) while producing high profits and top ratings from a film-heavy program schedule . . . who has the desire and ability to translate your policies and ideas into accomplished results by applying the qualities of loyalty, integrity, resourcefulness, tact, controlled aggression, creative imagination and sound business judgment . . .

THEN write BOX 791C, BROADCASTING, right now!

FOR SALE

Equipment

FOR SALE—Complete TV Studio Equipment. All General Electric in A-1 condition, used two years and stored in a warm dry studio.

2 4PE5AI "Ike" Film Camera Channel. Camera, rack, console, stand and cables. Including such tubes as are in equipment	$ 2,500 each
1 GPL — Model PA100 16mm Projector (recently overhauled)	$ 3,000
2 PF-5-A 16mm Eastman Projector	$ 3,500 each
The above if sold as a group	$10,000
2 4PG2B1 Sync Generators. (Binary Counters).	$ 750 each
1 4TC16B1 Sync Switch	$ 75
1 47V30A1 Sync Lock Amp.	$ 250
1 4TC13A1 Program Switch Panel	offer
1 4TC31A1 Studio Switch Panel	offer
2 4TV19A1 Electronic Mixer	offer
1 4TV39A1 Auxiliary Mixer	offer
1 Selectroslide Jr. 2x2	$ 100
4 Private Eye Monitors	$ 50 each
Kliegel 70 outlet Rotolector board and 6 manual dimmers. This is large enough to handle all lighting in 40x50 studio	$ 3,500

Many other small items such as power supplies, utility amplifier groups, cabinets, racks, etc. List on request.

Call or write WSYR-TV, Syracuse, N. Y. GR-17111. Al Eicholzer, C. E.

RADIO AND TELEVISION STATIONS
YOUR SOURCE FOR:
HIGH CONDUCTIVITY ELECTROLYTIC
Bonding copper strapping—.016" to .064" thick 1" to 12" widths
Copper ground wire—#8—#10—#12 gauge
Copper expanded screen mesh—.026" x 8' x 24'
Write for quotation—advise footage needed
J. L. Clark Metals Co. 2108 S. Ashland Ave.
Chicago 8, Ill. Haymarket 1-4533

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 WISCONSIN AVE., N. W.
WASHINGTON 7, D. C.

NORTH DAKOTA BROADCASTERS ASSOCIATION PLACEMENT SERVICE

Is available to you with no fee charged if you want employment in broadcasting, radio or TV in North Dakota. Write to Les Maupin, Secretary-Treasurer, PO Box 232, Minot, North Dakota.

INSTRUCTIONS

START at $75 to $100 week!

Radio and television stations by the hundreds request our graduates as announcers, writers, actors, etc. New term starts Feb. 3rd. Write for details immediately to:

NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th St., N.W. (Dept. B-T)
Washington, D. C.

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Dec. 31

	AM	FM	TV
LICENSED (all on air)	3,130	526	395[1]
CPs ON AIR (new stations)	65	11	101[2]
CPs NOT ON AIR (new stations)	100	53	113
TOTAL AUTHORIZED STATIONS	3,295	590	657
APPLICATIONS FOR NEW STATIONS (not in hearing)	395	39	76
APPLICATIONS FOR NEW STATIONS (in hearing)	108	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	503	48	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	227	19	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	29	0	13
TOTAL APPLICATIONS FOR MAJOR CHANGES	256	19	51
LICENSES DELETED	1	3	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Jan. 15

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,139	60	99	523
FM	527	13	59	52
TV (Commercial)	396[1]	101[2]	114	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 15

	VHF	UHF	TOTAL
COMMERCIAL	415	83	498[3]
NON-COMMERCIAL	24	6	30[4]

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[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 40 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] **There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).**

[4] **There has been, in addition, one uhf educational tv station granted, but now deleted.**

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and make changes in ant. system; ant. height 750 ft.

WIFI Glenside, Pa.—Granted mod. of cp to increase ant. height of fm station to 330 ft., change ant.-trans. and studio location to **Potshop Rd., E. of Germantown Pike, Norristown, Pa.**, make changes in ant. system and change station location to Glenside.

Kamp El Centro, Calif.—Granted change of remote control authority.

Following were granted extensions of completion dates as shown: **KFJZ Fort Worth, Tex.**, to April 1, conditions; **KAUS Austin, Minn.**, to March 2, conditions; **WUTV (TV) Charlotte, N. C.**, to May 15; **KTWX-TV Sheridan, Wyo.**, to July 8; **WHP-TV Harrisburg, Pa.**, to March 22; **WMT-TV Cedar Rapids, Iowa**, to April 29; **WILK-TV Wilkes-Barre, Pa.**, to July 1.

KMOR Oroville, Calif.—Granted authority to remain silent pending action on application to transfer control of the license of **KMOR** to **John L. Breece.**

KNDC Hettinger, N. D.—Granted extension of authority for 8 p.m. sign-off time for additional 90 days while preparing Form 301 for resubmission to FCC.

KAAA Kingman, Ariz.—Granted waiver of Sect. 3.71 of Rules to permit sign-off at 7:30 p.m. daily for duration of license period in order to effect operating economies. Licensee will remain on air when broadcasting of public service programs is requested.

KAVE Carlsbad, N. M.—Granted temporary authorization for 60 days beginning Jan. 6 to sign-off at 7 p.m. daily. Request made pending determination of whether to file for permanent modification of license for specified hours.

WIRB Enterprise, Ala.—Granted extension of special temporary authority to Feb. 1 to operate specified hours: 5:30 a.m. to 3 p.m. week days and full time on Sundays.

Actions of January 8

WJJC Commerce, Ga.—Granted assignment of license to **Jackson County Bcstg. Co., Inc.**

WCOY Columbia, Pa.—Granted license for am station and specify type trans.

WSME Sanford, Maine—Granted license for am station and specify studio location (trans. location), and for deletion of remote control operation.

WEOK Poughkeepsie, N. Y.—Granted license covering changes in ant. (increase height and side mount short wave receiving ant.).

WDMJ Marquette, Mich.—Granted license covering installation of new trans. and deletion of remote control operation.

WPOR Portland, Maine—Granted license covering move of main trans. 100 yds. closer to tower, and move aux. trans. 100 yds. closer to tower and operating aux. trans. by remote control.

Following were granted extensions of completion dates as shown: **WBHB Fitzgerald, Ga.**, to April 1; **KANN Sinton, Tex.**, to June 30, conditions; **WISK St. Paul, Minn.**, to April 1, conditions.

KWPR Claremore, Okla.—Granted authority to operate trans. by remote control.

Actions of January 7

WPTF-FM Raleigh, N. C.—Granted cp to increase ERP to 50 kw, ant. height to 560 ft., and change type trans.

KVSC Logan, Utah—Granted mod. license to change name to **Utah State University of Agriculture and Applied Science.**

KORC Mineral Wells, Tex.—Granted authority to operate trans. by remote control.

KEEL-FM Shreveport, La.—Granted request to cancel license. Call letters deleted.

Action of January 6

WRGR Starke, Fla.—Granted assignment of license to **Rudolph M. Chamberlin** and **Dorothy L. Chamberlin**, doing business under same name.

Action of January 2

WHTN Huntington, W. Va.—Granted change of remote control authority.

Action of December 10

WKTM-FM Mayfield, Ky.—Granted request to cancel license. Call letters deleted.

UPCOMING

January

Jan. 22-24: NAB, combined boards, Camelback Inn, Phoenix, Ariz.

Jan. 24-26: American Women in Radio & Tv, annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 25: United Press Broadcasters of Indiana, Sheraton-Lincoln Hotel, Indianapolis, Ind.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

Jan. 31: Broadcasters Promotion Assn., board meeting, Sheraton Hotel, Chicago.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NAB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 5-6: National Religious Broadcasters, Mayflower Hotel, Washington.

Feb. 7: Advertising Federation of America, board meeting, Milwaukee.

Feb. 8-10: Voice of Democracy, awards ceremonies, Washington.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

Feb. 15-17: Western Assn. of Broadcasters (Engineers), The MacDonald, Edmonton, Alta.

Feb. 18-19: NAB, conference of state association presidents, Washington.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

Feb. 20-21: British Columbia Assn. of Broadcasters, Hotel Vancouver, Vancouver, B. C.

Feb. 22: UP Broadcasters Assn. of Connecticut, WHAY studios, New Britain.

Feb. 24-25: American Bar Assn. House of Delegates, mid-year meeting, Atlanta Biltmore Hotel, Atlanta.

Feb. 27: NAB Employer-Employe Relations Committee, NAB Hdqrs., Washington.

March

March 7-9: First annual Pop Music Disc Jockey Convention and Seminar, Muehlebach Hotel, Kansas City.

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.

March 16-17: Texas Assn. of Broadcasters, spring convention, Orange, Tex.

March 30-April 2: Canadian Assn. of Radio & Tv Broadcasters, Mt. Royal Hotel, Montreal, Que.

April

April 10-12: 10th Southwestern Institute of Radio Engineers Conference & Electronic Show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 27-May 1: NAB 36th Annual Convention, **Statler and Biltmore Hotels, Los Angeles.**

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Television Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 5-7: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 9-11: Spring meeting, Assn. of National Advertisers, Drake Hotel, Chicago.

June 19-21: Maryland-D. C. Radio & Tv Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 22-26: Advertising Assn. of the West, annual convention, Vancouver, B. C.

August

Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles, Calif.

THE WORLD'S MOST HONORED SH
MICHAEL TODD'S
Around the World in 80 days
42 BEST PICTURE AWARDS and WORLD WIDE HONORS
REEL 3

The photographic industry is one of the largest consumers of silver. Over 5,000 ounces in film emulsions were used in the production of Michael Todd's award-winning film, "Around the World in 80 Days." A standard 1,000-ounce bar of Anaconda silver is illustrated above.

SILVER (Ag)

a shining example of how Anaconda stars in many industries

Versatile, hard-working silver is growing in importance. Today, more of this metal is used in industry than in coinage or silverware.

Strong, leakproof joints call for hydrogen brazing with silver. The addition of silver gives electrical conductors an improved margin of safety at above-normal temperatures. Increasing supplies of silver are also needed for photographic emulsions, pharmaceuticals, new alloys, electrical contacts, plating and a host of other uses.

Where is all this silver coming from? Silver is an important factor in the complex economics of many non-ferrous metals. Ores mined mainly for copper, zinc or lead also contain appreciable values in silver. In fact, very often it is the value of the silver that makes it practical to mine a low-grade deposit—thus making available additional supplies of copper, lead or zinc.

Of course all this requires ingenuity, resources and research—a combination which enables Anaconda to produce millions of ounces of silver each year, and to offer business and industry an exceptionally broad line of non-ferrous metals from aluminum to zinc. Ad. No. 58251A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

Commercial Video Moving in Germany

Limited commercial television is gathering momentum in West Germany with the announcement that two more stations will join the four now telecasting a sponsored half-hour daily and that one of the country's largest motion picture studios will supply some of the programming.

In a concomitant move, a rating company has expanded its tv service to cover the spreading commercial programming.

West German Radio, Hamburg, and North German Radio, Cologne, two of the largest radio-television organizations in the country, have said they will join Bavarian Radio, Munich, and three other stations sharing a daily half-hour commercial show. Although the newcomers gave no date when they would join, their announcement virtually ensured the spread of the hook-up throughout the country. The only sizable station remaining, South German Radio at Stuttgart, is believed ready to follow others into the commercial plan. This would leave only Radio Bremen, which, it is reported, has only a few hundred sets in its assigned coverage.

Meanwhile industrial and advertising interests are pressing the Bonn parliament legislature and the West German postal minister to open the spectrum to private broadcasting. Commercial shows are conducted on a narrowly limited basis at present over public-monopoly stations that broadcast otherwise sustaining schedules. Operations are primarily supported by set license fees.

The organization which will supply programming to the Bavarian Radio commercial network is Bavaria Filmkunst A.G., one of the country's largest motion picture studios. Its contract calls for production and sale of a 25-minute commercial show twice a week. The contract is regarded in Germany as the first step toward eventual establishment of a full-scale tv film production center, supplementing the firm's primary theatrical activity.

Infratest, a small West German rating service for commercial telecasts, announced expanded operations the first of the year, covering stations in Bavaria, Hesse and South West Germany. Interviewing 200 viewers daily from 8-9 a.m. (commercial shows are telecast 7:30-8 p.m.), Infratest publishes weekly ratings, data on social groups, recall, impact, cost-per-thousand sets and cost-per-thousand viewers.

CBC to Expand Microwave System

CBC will add the Atlantic Coast provinces to its microwave television network officially on Feb. 2.

CBC and private stations in the Atlantic Coast provinces already are hooked up by the microwave network and will be joined to the CBC national network at Quebec City Feb. 2, when Bell Telephone of Canada turns the service over to the CBC. This will give a live tv network for Canada from the Atlantic Coast to the Rocky Mountains, where the microwave net now terminates at Calgary and Edmonton in Alberta.

The stations being added to the national microwave network net are CBHT Halifax, N. S.; CKCW-TV Moncton, N. B.; CHSJ-TV St. John, N. B.; CFCY-TV Charlottetown, P. E. I., and CJCB-TV Sydney, N. S.

CBC Now Accepting Spots On Its Owned Radio Stations

The CBC board of governors at its last meeting decided to change the policy of the national broadcasting system and accept spot announcements, even from patent medicine companies, on CBC-owned stations.

For the first time since it was formed in 1936, CBC on Jan. 13 began to use regional and local spot announcements on a new *Preview Show,* Monday through Friday, on CBL Toronto, CBE Windsor (opposite Detroit), CBO Ottawa, and CBM Montreal. Four regional and four local spots daily have been sold on this morning program from 7-9:15. CBC officials point out that the experiment will be closely watched for listener reaction.

On CJBC Toronto, a second 50-kw CBC station, the afternoon ABC *Best of Backus* show was started Jan. 13, with participation insert spot announcements. A daily *Concert Hour* program, 3-4 p.m. on CJBC, is carrying adjacent spot announcements. And a new early morning musical show on CBL Toronto will also be made available for spot announcements.

On the CBC Trans-Canada radio network Firestone Tire & Rubber Co. of Canada, Hamilton, Ont. (through Russell T. Kelley Adv. Ltd., Hamilton), on Feb. 2 starts five weekly adjacency spots for 13 weeks on the regional English and French-language daily *Farm Broadcast* programs.

Station Fees to BMI Canada Boosted $2,000 From 1957

Canadian radio stations in 1958 will pay $2,000 more to BMI Canada Ltd., Toronto, than in 1957, with total fees to be paid by all Canadian radio stations amounting to $100,000.

The fee for BMI Canada Ltd., was approved at the recent sitting of the Canadian Copyright Appeal Board at Ottawa, which on Jan. 20 resumed its hearings for fee increases requested by the Composers, Authors and Publishers Assn. of Canada (CAPAC), the equivalent of ASCAP in Canada.

CAPAC is asking for 2% of each station's gross revenue, up from the present 1.6%. CAPAC has conducted an audit of Canadian radio station books and estimated gross revenue for the past year at over $41 million. CAPAC also is asking for elimination of some deductions from gross revenue, including commissions payable to station representatives. Some Canadian stations report CAPAC's increase will up their fees by as much as 35%.

BBM Sets Spring Survey Dates

The spring survey of the Bureau of Broadcast Measurement, Toronto, is to be made March 17-23 for the 30 metropolitan and city areas in which Canada has been divided for radio and television survey purposes, and from March 19-22 in rural areas of Canada.

Announcement of the dates was made by T. Ralph Hart, vice president of Spitzer & Mills Ltd., Toronto, and chairman of the BBM research and development committee. Mr. Hart pointed out that the committee strongly suggests avoidance of special promotions before and during survey days as being in each station's advantage. "Otherwise," he stated, "there is a risk that if inflated figures result from such activity, they may be discounted by users of BBM reports."

Japanese Audience Group Head Asks for Global Organization

A proposal for an international meeting of listeners and viewers as the first step toward an organization to improve programs on radio and tv in all countries has been made by Masaji Mizuno, managing director of the Radio Listeners and Tv Viewers Assn. of Japan.

In a letter to the National Audience Board, Mr. Mizuno says, in part: "It goes without saying that the mass communication is able either to advance or to retard the speed of advancement of civilization. . . . I feel keenly that present programs of radio-television are lacking of reflection to the supreme mission of encouraging social solidarity, respecting the human life, elevating the culture and virtue of human beings. . . ." He continues:

"I consider that the mass communication is our common asset and we are responsible to the reasonable operation of this system. It is further to be emphasized that it is listeners' and viewers' role to let the mass communication be a medium of increasing the happiness of people and peace of the world. . . .

"It is true that we have endeavored more or less for betterment of radio-television programs in each country, while I always feel keenly that we are unable to attain our ultimate aim unless we cooperate internationally."

Canadian Fined for Car Tv Set

Harold Smith, Hamilton, Ont., was ordered in Hamilton police court early this month to remove his television set from his car and was fined $5 under a new section of the Ontario Highway Traffic Act which prohibits installation of a tv set in a car operated on the highways. Mr. Smith argued in court that his set was so installed that it could only operate when the car is not in motion, with the automatic gear shift in park position, ignition off and power fed through a 110 volt converter.

CKRN-TV Begins Programs Dec. 25

CKRN-TV Rouyn, Que., began telecasting Dec. 25 and is the first tv station in nothwestern Quebec province. CKRN-TV is presenting programs in both French and English on ch. 4. Bobby Gourd is general manager, George Chartrand is station and commercial manager and the station is represented by Jos. A. Hardy & Co., Montreal sales representation firm.

CBC Loses Appeal to Quash Lord's Day Act Charge

By a 3-2 decision on Jan. 9, the Ontario Court of Appeal at Toronto, Ont., refused CBC's request for an order to bar the hearing of a charge brought against it under the Lord's Day Act. CBC had asked the court to quash an information last March by representatives of the Ontario government charging contravention of the act.

Charges against the CBC, CKEY Toronto, and the three Toronto daily newspapers for gathering and disseminating news on Sundays have been adjourned several times since last spring while the outcome of the CBC's appeal was awaited.

Three judges of the Ontario Appeal Court upheld the ruling last June by Chief Justice McRuer of the Ontario High Court that the CBC could be charged in the same way as CKEY and the newspapers. The dissenting judgment declared that the CBC could not be prosecuted as an agent of the Crown for an alleged offense under the Lord's Day Act and suggested a revision of the law concerning Lord's Day observance would be in the public interest.

The charges of breach of the Lord's Day Act were instigated when the *Toronto Telegram,* evening daily, printing a Sunday edition on March 17, 1957. The *Sunday Telegram* subsequently folded in August due to lack of advertising revenue.

Canadian Tv Set Sales Down In 11-Month Period; Radio Up

Television set sales for the first 11 months of 1957 totaled 426,356 in Canada, compared with 561,590 the previous year, the Radio-Electronics-Tv Mfg. Assn. of Canada reports. Sales in November totaled 60,481 units compared with 63,250 in November 1956. The bulk of the receivers was sold in the province of Ontario, which accounted for 158,131 units in the January-November 1957 period. Quebec province accounted for 113,688 sets, and the other eight provinces for the balance of the 426,356 tv sets.

Radio receivers sold in Canada in the first 11 months of 1957 numbered 515,724 compared with 506,578 in the same 1956 period. Portable sets accounted for 50,166 units of the total compared with 39,591 the previous year, while automobile sets totaled 117,548 in the January-November 1957 period compared with 113,707 in the 1956 period. Ontario buyers took 239,769 sets of the total in the period.

INTERNATIONAL SHORTS

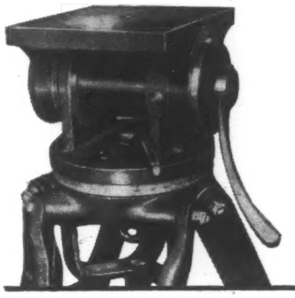
Dominion Seven-Up Co. Ltd., Toronto, on Jan. 4 was scheduled to start *Zorro* half-hour Walt Disney film on 34 English-language Canadian television stations. Agency is Vickers & Benson Ltd., Toronto.

Crawley Films Ltd., Ottawa, Ont., has moved its Toronto office and screening room to 181 Eglinton Ave. W.

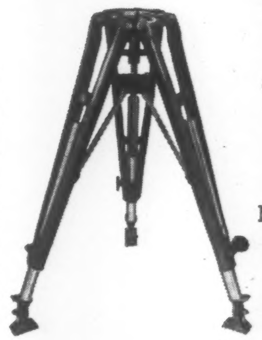
CBHT (TV) Halifax, N. S., last week began conducting experimental school television programs for three weeks with three different subjects at three grade levels.

CECO microwave relays conquer space barriers

Whether it's a fixed station or a mobile unit, CECO microwave equipment surmounts the communication barrier. Because CECO equipment is built to a quality that is actually higher than the official standards. For dependable pickup and relay under adverse climatic conditions, you're wise to play safe with CECO.

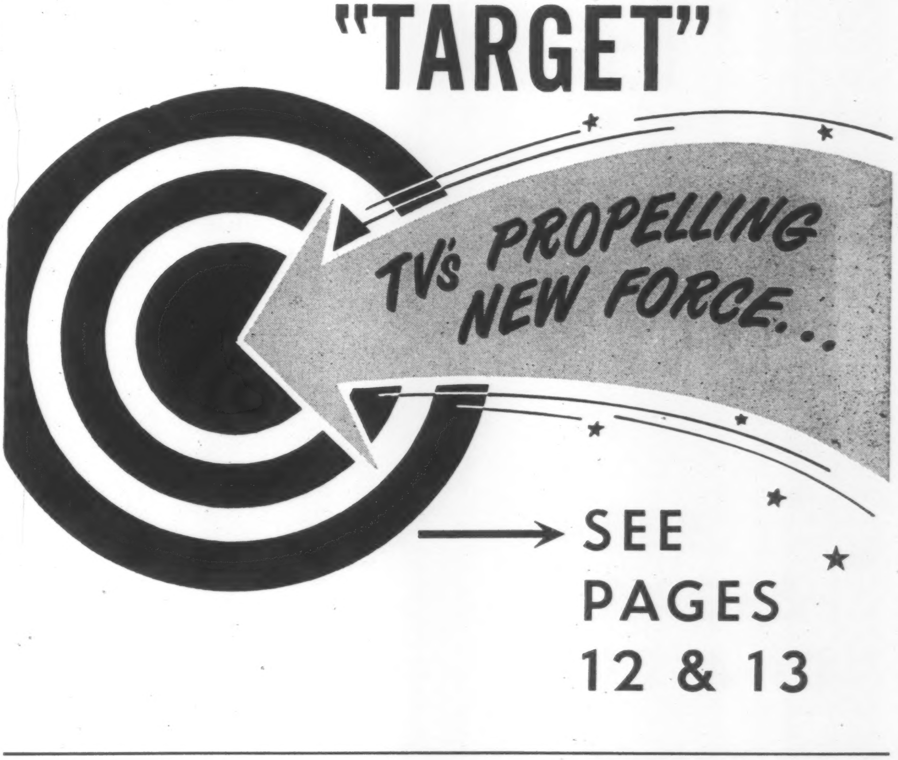


Micro Wave Relay Beam Reflector Head
Perfect for parabolas up to 6-ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth. Environmental treated for extreme weather conditions.
$ 285.00 Relay Tilt Head Only



ALL METAL TRIPOD
Has cast top flange and upper leg portion made of one piece aluminum alloy castings. Legs slide easily and have tie-rods to center for automatic leveling. Accepts Balanced TV Head, Micro Wave Relay Beam Reflector Head (illus.) and other similar professional tripod heads. **$260.00** Metal Tripod only.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.
Dept. B 315 West 43rd St., New York 36, N. Y. JUdson 6-1420



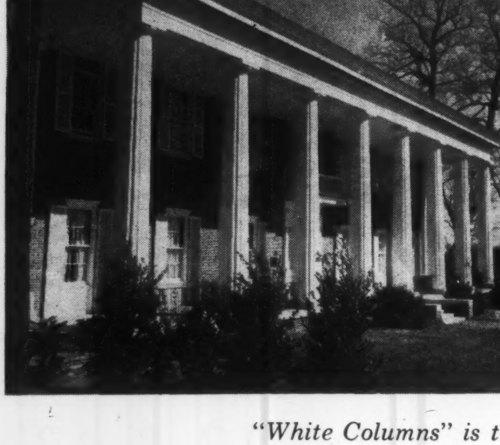
FIRST

—in audience *In the 3-station Atlanta market WSB-TV has a 42.6% share of the total tune-in, sign-on to sign-off Sunday through Saturday—(ARB 8 months average, May through December, 1957).*

—in coverage *In the 50% or better penetration areas WSB-TV covers 100 counties; 25% more than station B; 72% more than station C. (NCS No. 2.).*

—in retail sales *In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of $2,209,524,000. This is $135,277,000 more than station B and $456,271,000 more than station C. (SRDS Consumer Markets.)*

—in facilities *Full power on low Channel 2, local programming of nationally recognized professional caliber, Southern leader in telecasting in the public interest. Affiliated with The Atlanta Journal and Constitution, South's largest newspapers. NBC affiliate. Represented by Petry.*



your FIRST buy

WSB-TV

Atlanta's first station

"White Columns" is the home of WSB-TV and WSB Radio

MONDAY MEMO

from **HARRY W. WITT,** *vice president, Reach, McClinton & Co., Los Angeles*

HOME-GROWN SPECTACULARS ARE SPECIAL, TOO

The word "spectacular" need not connote a network extravaganza with a half-million budget. For many advertisers there are rich rewards waiting in the use of another kind of spectacular—the home-grown, or local, variety.

The local spectacular is a good advertising vehicle for any company that wants to build its local representatives in their own communities. And there is no particular difficulty in finding an event on which to hang such a broadcast. Every community has some sort of recurrent special event—a county fair, for example. Schools and colleges, hospitals, orchestras, all sorts of social and civic organizations can provide an event worthy of spectacular treatment. To carry it can be good advertising, good public relations and good business for both station and sponsor. And generally it can be done at a cost well within the scope of the advertiser's local or regional budget. These special events have a novelty value that makes them easily and effectively promotable.

That's very important. Spectaculars are something special, something rare, something that happens only once in a while, not every day or even every week. They are outside the regular viewing-listening pattern of the public and the public has to be told how special these programs are, how fortunate the public is that broadcasters are willing to rearrange their regular programming to bring the public this special treat and what fine civic minded people the sponsors are to underwrite the program.

But our concept doesn't fit everybody. Banks, public utility companies and organizations of the institutional type come readily to mind as the kind of advertisers who can benefit by sponsoring special one-time local broadcasts. But they don't fit so readily into the advertising programs of supermarkets, department stores or used car dealers—businesses which need day-in-day-out saturation spot campaigns to keep their clientele informed.

And, as I said earlier, a spectacular is a sometime thing. Its primary appeal is that it is something out of the ordinary, and it's got to be kept that way to serve the purpose of the station and the sponsor. A radio or tv series, broadcast once a week, can provide fine entertainment and excellent advertising. A schedule of once-a-week spectaculars can be nothing but ridiculous.

'SPECS' CAN DO SPECTACULAR JOB

But, properly planned, properly produced and properly promoted, a local spectacular can do a spectacular job for the proper sponsor.

Let me support the preceding statements with a brief case history of an advertiser who just happens to be a client of our agency's Los Angeles office. The advertiser is the western home office of the Prudential Insurance Co. of America, established in Los Angeles in 1948 as part of a decentralization program of the parent company.

The western home office has a separate regional advertising budget allocated for local effort in regional markets in 11 western states and Hawaii. This regional budget is employed to support local activities and to underscore the interest of Prudential representatives in the civic and cultural life of their communities in a way that would be impossible through the national tv and magazine schedules of the parent company.

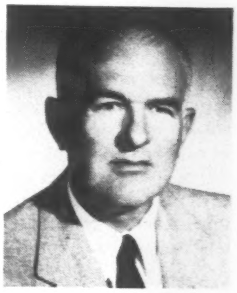
Broadcast programs have become increasingly important vehicles for reaching these objectives in widely separated areas of the West. In the latter months of last year Prudential's western home office sponsored four local spectaculars, or special one-time broadcasts. In August, there were the playoffs of the American Legion Little World Series, held in Billings, Mont. This event was broadcast by KOOK-TV Billings and five "Z" Network radio stations. In October came *Scouts Onward*, a special program aimed at helping the Boy Scouts of Southern California in the annual recruitment drive. This was broadcast by KRCA(TV) and KFI Los Angeles. These two stations also broadcast *Christmas in Stereo* on Christmas Eve. Another December spectacular was the annual Christmas program put on by the students of Brigham Young U., broadcast by KTVT (TV) and KDYL Salt Lake City.

THEY HAD THE NOVELTY VALUE

All four programs were extraordinary for local broadcasts. All were broadcast on both radio and television. Three featured symphony orchestras, well known singers and dancers and supporting casts numbering in the hundreds (chiefly local youngsters whose relatives and friends helped swell the listening-viewing audience). Furthermore, these were stereophonic spectaculars, and if you want more information about that I'll refer you to the Dec. 23, 1957 issue of BROADCASTING. What's important here is that this kind of broadcasting, which gets each family to participate by arranging a radio and a tv set side by side to get three-dimensional sound with the picture, *has* that novelty value needed for effective promotion.

It's not too much to say that the sponsorship of these special local broadcasts paid off handsomely because in every case the management of the radio and tv stations recognized the prestige-building, public service potentials inherent in the event and went all-out to build a maximum audience for it. Stations have provided newspaper advertising, secured window displays, placed counter cards and sent wires to community leaders, ably backing up the promotional efforts of the Prudential organization. Stations have been generous with on-air promotion, including broadcast interviews with local Prudential executives.

You can repeat this case history for your clients. If you harvest the values inherent in the local spectacular, you can reap the special results these events provide.



Harry W. Witt, b. Oct. 10, 1901, San Francisco. B.S., School of Business Administration, U. of California, Berkeley, 1925. Began advertising career with San Francisco Examiner. *Was in broadcasting from 1932 to 1950 successively as sales manager and manager KGB, San Diego; sales manager KHJ-Don Lee, Los Angeles, and with CBS was sales manager, assistant general manager of KNX and general manager of KTTV which he established when CBS had 49% ownership. Left CBS in 1950 to open Calkins & Holden Los Angeles office as Vice-President. Left that agency early in 1957 with the formation of Reach, McClinton.*

The Bell Tolls on Tv

FOR THE first time since its advocates began promoting it, we feel reasonably safe in saying that on-the-air subscription television will not be approved.

It will not be approved because the Congress will assume the responsibility—which the FCC seems unwilling to assume—of deciding that a subscription service would add nothing to the U. S. television system but a whopping bill for the public to pay.

So far the advocates of toll tv have been unable to answer the logical argument that subscription television would replace, not supplement, the free system.

Neither has the FCC been persuasive in its view that a toll system could be made to work without interference with the current system. In his testimony before the House Commerce Committee last week, FCC Chairman John C. Doerfer tried to assure the congressmen that he would not tolerate a toll service "which would place our free television system in jeopardy." But he never did make clear how he meant to create protection for free tv.

The reason Mr. Doerfer was unable to be specific is that there is no way the FCC could possibly prevent the conversion of free television into a subscription service if subscription tv were authorized.

All the television networks have repeatedly announced their opposition to subscription television. All have also announced that self-preservation would force them to go into it if it were approved and began to develop.

No government agency could prevent that conversion.

No promise of a government official could force a network to commit slow suicide while other interests developed subscription services which drained the network's programs and its audiences.

The approval of subscription television will mean the inevitable transition to a system which will differ from the present one only to the extent of making the public pay for what it now gets free.

It seems improbable that Congress will wish to see that happen.

Discovery in Washington

A SUBSTANTIAL group of broadcasters made a discovery last week. They learned that Washington doesn't necessarily spell trouble, and that members of Congress can be good folks, anxious to learn about broadcasters' problems at first hand.

The discovery was made at the Fourth General Conference of the CBS Television Affiliates meeting with their network. It was a highly successful meeting. The affiliates learned from the network about the major regulatory and competitive problems that face them, stemming from the FCC Barrow Report, toll tv, and various legislative proposals dealing with network-affiliate business relationships.

There was a greater awareness of the dangers that beset free enterprise broadcasting than has been apparent at other meetings in recent years. Station owners and managers were hosts to their Congressional delegations at a banquet attended by some 1,300, featuring top CBS talent. Many broadcasters stayed over to complete unfinished business with the senators and congressmen. Some may call it lobbying but it is unpaid lobbying in the interest of free broadcasting and free enterprise and therefore in the interest of the public. It was a job for all broadcasters, not CBS-TV affiliates only.

CBS-TV affiliates resolved to defend the network system against the Barrow Report and additional legislative encroachments. They are taking tangible steps, too. Whether there will be a formal organization, representing all network affiliates or whether an informal, loosely-knit group of affiliates of CBS will volunteer to appear before the FCC and appropriate Congressional committees, will be determined following consultation with other affiliate groups. Meanwhile the CBS affiliates will go it alone.

The CBS affiliates had their meeting with their network in Washington for the first time. They found it an ideal locale. (Other network affiliate groups should take note.) They learned of the importance of news and information programming, notably in these tense times, and significantly, of the desirability of editorializing.

For years the American Society of Newspaper Editors has held its annual conventions in Washington, departing from the custom only rarely. It gives the nation's editors the opportunity to deal at first hand with the Congressional and government leadership—the opinion-makers. The newspapers also, in large measure, underwrite through their Washington bureau chiefs, the famed Gridiron Dinners at which officialdom rubs elbows with journalism. It isn't purely social, either.

There is strong sentiment among CBS-TV affiliates for regular meetings in Washington. Perhaps the better way would be for the three networks to rotate Washington sessions, topping them off with a banquet at which each would parade its talent.

PRESIDENT
HAIR-CARE
PRODUCTS,
INC.
Sid Hix

Drawn for BROADCASTING by Six Hix

". . . And another thing—quit referring to our hair oil commercials as grease spots!"

Unfinished Business

TO THE relief of the FCC, the House Subcommittee on Legislative Oversight last week reversed its field.

A week before, its chairman, Rep. Morgan Moulder, had announced that the committee would begin hearings into alleged misconduct at the FCC. Last week, under pressure both from within and without, the committee decided to divert its investigation to the general question of whether six government agencies have been functioning as Congress intended them to.

This leaves unsettled a question which the committee itself has raised: Have FCC members been guilty of misconduct? The longer that question remains unsettled the more damaging it is.

In our view the Moulder Committee owes the FCC either an apology or a hearing.

In news stories leaking from the committee in the past few weeks, it has been hinted that FCC members have become the pawns of the companies they regulate, that they have accepted gratuities to an unreasonable extent and have collected travel money from the government when their expenses were paid by private interests.

These are grave accusations.

If they are based on solid evidence, the accused should be confronted in executive session and given a chance for defense.

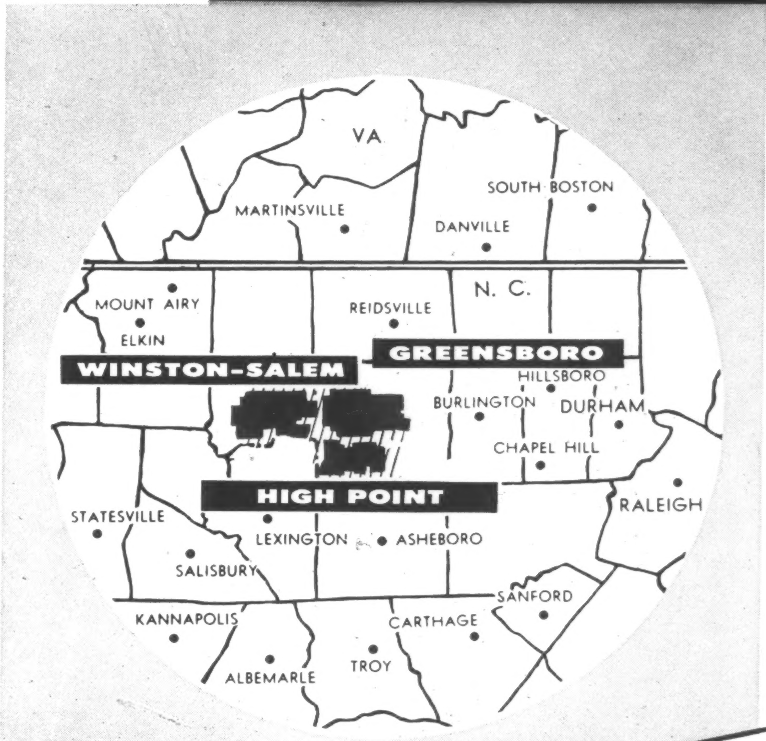
If the accusations cannot be supported by solid evidence, the Moulder Committee should publicly announce that the FCC has been maligned.

It would surprise us if the Moulder Committee investigators had turned up any evidence of serious misconduct at the FCC. According to our knowledge of the FCC members, they are as earnest and as circumspect as other government executives. They should not have been subjected to the kind of inquisition instituted by the chief of the Moulder Committee staff, Bernard Schwartz, who at the very start of his assignment, publicly asked disgruntled applicants and their attorneys to turn states' evidence.

The commissioners deserve a better break than they have been given in the confusing stories emerging from the Moulder Committee in recent weeks.

North Carolina's

INTERURBIA


VA
MARTINSVILLE
SOUTH BOSTON
DANVILLE
N. C.
MOUNT AIRY
ELKIN
REIDSVILLE
GREENSBORO
WINSTON-SALEM
HILLSBORO
BURLINGTON
DURHAM
CHAPEL HILL
HIGH POINT
RALEIGH
STATESVILLE
LEXINGTON
ASHEBORO
SALISBURY
SANFORD
KANNAPOLIS
CARTHAGE
ALBEMARLE
TROY

WHERE

DRUG SALES

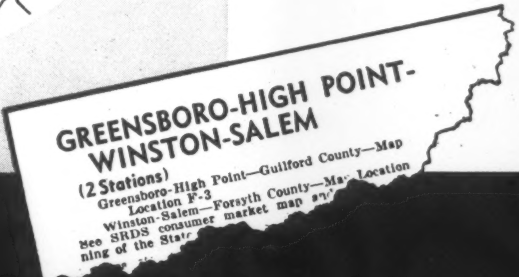
ARE GREATER

THAN IN ANY OTHER

METROPOLITAN MARKET

IN THE TWO

CAROLINAS



GREENSBORO-HIGH POINT-
WINSTON-SALEM
(2 Stations)
Greensboro-High Point—Guilford County—Map
Location F-3
Winston-Salem—Forsyth County—Ma
See SRDS consumer market map and
ning of the Stat

North Carolina's INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the entire Prosperous Piedmont is yours with WFMY-TV . . . where Drug Sales alone exceed $81,712,000.

wfmy-tv

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston

Basic CBS
Since 1949